

# Seasonings - UK - August 2009

Report Price: £1500 / \$3000 / €2250

## What is this report about?

Since 2007, value sales of seasonings have grown by 9.5%, to reach an estimated £203 million, however, with the effects of inflation removed, value sales actually fell 1.5% in real terms.

## Key issues covered in the analysis

- Almost 17m adults enjoy experimenting with flavours, whilst 16m are keen to try more exciting recipes. However, manufacturers should actively look to provide consumers with a variety of recipe ideas for their herbs and spices, as 6m adults have bought herbs and spices for a recipe and not used them again.
- Pepper is the single most popular seasoning, with 23m adults having bought ground pepper or peppercorns in the last six months. But salt in all its forms (such as table, sea, low sodium) is the most popular seasoning, used by 35m adults. These sectors are seeing the lowest sales growth however.
- More than 13m consumers who buy seasonings need to be persuaded to experiment more: they buy only one to three different types of seasonings, primarily salt, pepper and dried herbs. 22m adults are classified by Mintel as Regular Seasoners who use at least seven types of seasonings. They spend more time cooking at the weekend, perhaps picking up recipe ideas from the popular tabloid newspapers they read.
- One in three consumers buys fresh cut or growing herbs and this is the fastest growing market sector with sales rising 11% in the last two years. Fresh herbs now account for a quarter of the market. The 8m Fresh Preference consumers use more than seven types of seasoning and are prepared to pay more for fresh varieties.
- The seasonings market is estimated at £201m in 2009 and is benefiting from the recession as some 12½m adults are cooking from scratch more often now than they did a year ago.
- The rise of ethnic foods, such as curry is having little impact on sales of curry powder and pastes as consumers prefer the convenience of ready-made cooking sauces or use individual spices. Some 8m adults are adventurous in their cooking habits, helping the rise of seasoning mixes and blends. However, 10m prefer to stick to traditional recipes.



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