

Cooking Sauces - UK - December 2013

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"Slow-simmered pasta sauces offer another potential means of supporting growth in the Italian sector. This slow-cooking method for pasta sauce has connotations of authentic cooking, and is well-placed to appeal to time-starved consumers who lack the time to prepare a pasta sauce in such an authentic way."

– Alex Beckett, Senior Food Analyst

This report looks at the following areas:

- How can innovation restore growth in the Italian sauces sector?
- How can manufacturers respond to consumer interest in low/no-salt recipes in cooking sauces?
- How can operators drive enthusiasm for ethnic cooking sauces?
- What NPD opportunities are there in the stocks market?

Between 2012 and 2013, the cooking sauces market recorded a 2.1% decline in value sales.

Although the role of cooking/pasta sauces as a grocery staple will continue to support demand, concerns about their healthiness and the impact of scratch cooking look set to dampen it.

However, this report identifies a number of NPD opportunities which could potentially revive growth in cooking sauces, such as targeting NPD to respond to the sizeable interest in both recipes with no/low-added salt and also sauces containing one of the 5-a-day portions, a feature the large minority of users would pay more for.

Meanwhile, the stocks market can potentially reinforce its already convincing growth by meeting demand among users for recipes with British ingredients, and also a wider variety of liquid stock flavours. And unconvincing growth in the gravy market can potentially be remedied by targeting the three in ten users who think that only a limited variety of dishes go with gravy, such as through using foodservice trends to convey new serving ideas.

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