

Table Sauces and Seasonings - UK - December 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Products such as seaweed and umami-flavoured powder offer ways to keep consumer spend in the seasonings category even if they cut back on salt usage.”
– Richard Ford, Senior Food and Drink Analyst

This report looks at the following areas:

- New and niche products offer ways for operators to appeal to those concerned about salt intake
- Operators must further educate consumers about the versatility of dish-specific table sauces to stem falling sales
- Packaging design can offer standout for seasonings brands

The table sauces, condiments and seasonings category enjoys high penetration thanks to the wide range of products and the versatility of their uses.

In table sauces, continuing to drive awareness of non-traditional uses and dish pairings remains key to growing usage. Exploring niche products such as fruit vinegars should add value to the segment.

Although seasonings are a long-established category, several areas of NPD (New Product Development) hold promising potential for growing usage and for tackling industry issues such as negative media coverage of salt consumption. These include sweet spice blends and salt alternatives, such as seaweed. Packaging, too, can play a part, given the high awareness amongst users of how light can damage the quality of spices.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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