

Stocks and Sauces - Ireland - November 2014

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This report looks at the following areas:

- What opportunities exist for flavour innovation in the sector?
- What impact has the scratch cooking trend had on the market?
- How can brands appeal to health-conscious consumers?

With the economic downturn helping to boost the level of Irish consumers cooking from scratch, innovation in the stocks market such as concentrated stock pots and pastes are well placed to appeal to flourishing home cooks.

Elsewhere, despite a slight decline in the value of the cooking sauce market, this category can appeal to less confident and time-poor consumers looking for quick and convenient mealtime solutions. Innovations in global flavours and single-serve formats appeal to the growing number of lone households and should help drive growth by keeping consumers engaged with the category.

Health-focused innovations in reduced salt content across the stocks, cooking and table sauces category may help to drive usage amongst Irish consumers and should be explored by Irish and UK brands.



“Reformulating stocks and sauces to produce low salt and sugar variants is likely to appeal to health-conscious Irish consumers and encourage more frequent usage, thus driving value growth in the market.”

– **Sophie Dorbie, Research Analyst**

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