

## Cooking Sauces, Pasta Sauces and Stocks - UK - January 2016

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

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“Brands and retailers in cooking sauces need to target those interested in home cooking, especially those wanting to add their own personal touch and an element of creativity to dishes, as well as people looking for quick and easy meal options when they need them.”  
– Richard Caines, Senior Food & Drink Analyst

### This report looks at the following areas:

- Encouraging more speed-scratch cooking using cooking sauces
- Promoting cooking sauces with better nutritional content
- Injecting more excitement into ranges to encourage experimentation
- Encouraging use of stocks in a wider range of meals

The market for cooking/pasta sauces suffered in 2014 and 2015 from consumers cooking more meals from scratch, as well as downward pressure on prices. By contrast, the smaller stocks market benefited in 2015 from interest in cooking and the launch of new products, including new flavours, formats and premium stocks.

Brands and retailers in cooking sauces need to target both aspiring home chefs interested in scratch cooking but pressed for time, as well as people looking for quick and easy meal options at least some days of the week. A number of marketing angles could help sales of cooking sauces, including focusing more on authenticity, nutritional content and more exotic meal options.

With a return to growth in real incomes, room exists in the market to encourage people to trade up to more premium sauces, including sauces with weekend meals in mind that more closely replicate restaurant meals, and expand their meal repertoires through offering a wider range of cuisines.

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### DID YOU KNOW?

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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### The Market – What You Need to Know

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- Weak sales of pasta sauces biggest reason for decline
- Stocks benefit from more flavours and move to premium
- Trading up also seen in the gravy market

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- Wet sauces see biggest fall in sales
- More children and ageing population
- More exotic tastes will influence range development
- Rising real incomes and the savvy shopper

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Increase in sales of own-label stocks  
Bisto dominates sales of gravy makers  
Premier Foods biggest advertiser of cooking sauces  
Advertising for stocks and gravy dominated by Knorr and Bisto  
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Making sauces from scratch increasing

Younger bias to meals involving cooking sauces

Usage of stocks shows bias towards over-65s

Discounters attracting more shoppers

Authenticity a big influence on choice

Offering dish-specific sauces and versatility

Injecting more excitement into cooking sauces

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Convenience the biggest driver of sales

Room to encourage usage of stocks for more recipes

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