

Condiments, Dressings and Seasonings - UK - December 2015

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“There is scope for growth in the table sauces and seasonings market by appealing to the increasingly varied tastes of UK consumers, namely interest in food trends such as American-style (eg barbecue sauce) and ethnic cuisines.”

– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- The British love affair with American-inspired barbecue sauces continues
- Restaurants and travel influence consumers' usage of table sauces and seasonings
- Catering to convenience trends could help seasonings manufacturers to boost sales

Table sauces and seasonings are some of the most versatile products in the UK consumer cupboard and usage remains high. The total market has been in long-term volume decline since 2010, a trend that is expected to continue over 2015-20, with traditional sauces such as table sauces, salad accompaniments and dish-specific sauces struggling. Thin sauces such as soy have seen value growth, benefiting from consumers' changing eating habits.

Moves to accommodate consumer concerns over sugar could provide a boost to the market, with almost half of users agreeing that they would be interested in sauces that used alternatives to refined sugar, although demand is not currently being met, with limited new product development (NPD) in this area.

Seasonings have fared a little better, benefiting from the increase in scratch cooking, although table salt has seen a six percentage point decline in usage over 2014-15 as consumers continue to cut back in an attempt to improve health.

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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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Table of Contents

Overview

- What you need to know
- Products covered in this report

Executive Summary

- The market
- Table sauces and seasonings sales decline
 - Figure 1: UK retail value sales and forecast of table sauces, seasonings, pickles and chutney and relish, 2010-20
- Slight declines in the market continue with the exception of seasonings
- Companies and brands
- Brands have performed better than own-label in the last year
- Pickled condiments, dressings and vinegars have gain share in new product launches
- Advertising spend continues to rise from the low of 2013
- Heinz continues to be the dominant brand in the market
- The consumer
- Thick sauces remain the most versatile and used product group
 - Figure 2: Use of table sauces, any use within the last 6 months, October 2015
- Personalisation appeals to 70% of users
 - Figure 3: Attitudes towards table sauces, October 2015
- Seasonings see usage decline
 - Figure 4: Use of seasonings, October 2015
- Consumers are becoming more adventurous when using seasonings
 - Figure 5: Attitudes towards seasonings, October 2015
- What we think

Issues and Insights

- The British love affair with American-inspired barbecue sauces continues
- The facts
- The implications
- Restaurants and travel influence consumers' usage of table sauces and seasonings
- The facts
- The implications
- Catering to convenience trends could help seasonings manufacturers to boost sales
- The facts
- The implications

The Market – What You Need to Know

- Table sauce sales declined in 2015, while seasonings sales grew
- Sugar concerns stand to affect the market

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Consumers are cooking from scratch more

Market Size and Forecast

Market declines in 2015

Figure 6: UK retail value and volume sales of table sauces, seasonings, pickles and chutney & relish, 2010-20

Forecast

Figure 7: UK retail value sales and forecast of table sauces, seasonings, pickles and chutney & relish, 2010-20

Figure 8: UK retail volume sales and forecast of table sauces, seasonings, pickles and chutney & relish, 2010-20

Table sauce volumes forecast to fall by 9% over 2015-20

Figure 9: UK retail value and volume sales of table sauces, 2010-20

Figure 10: UK retail value sales and forecast of the table sauces market, 2010-20

Seasonings volumes to remain flat while value rises

Figure 11: UK retail value and volume sales of seasonings, 2010-20

Figure 12: UK retail value sales and forecast of seasonings, 2010-20

Pickles, chutney and relish market forecast to decline by £30 million by 2020

Figure 13: UK retail value and volume sales of pickles, chutney and relish, 2010-20

Figure 14: UK retail value sales and forecast of the pickles, chutney and relish market, 2010-20

Forecast methodology

Market Segmentation

Table sauces market declined by 1% during 2014-15

Figure 15: UK retail sales of table sauces, by segment, by value and volume, 2014-15

Thick sauces volumes decline by 1%

Figure 16: UK retail sales of thick sauces, by type, by value and volume, 2014-15

Salad dressing volumes see a significant drop

Figure 17: UK retail sales of salad accompaniments, by type, by value and volume, 2014-15

Dish-specific sauce sales see slight decline

Figure 18: UK retail sales of dish-specific sauces, by type, by value and volume, 2014-15

Soy helps to grow thin sauce sales by 2%

Figure 19: UK retail sales of thin sauces, by type, by value and volume, 2014-15

Herbs and spices grow sales

Figure 20: UK retail sales of seasonings and chutneys, pickles and relish, by value and volume, 2014-15

Market Drivers

Consumers are cooking from scratch more frequently

Figure 21: Changes in consumer behaviours relating to cooking from scratch at home, eating out and buying takeaways in the last year, February 2015

Reducing sugar content is a key target for public health campaigners

Emerging food categories are inspiring new sauces and seasonings

Figure 22: Emerging cuisines eaten at home and that consumers are interested in, by cuisine type, December 2014

Key Players – What You Need to Know

Branded table sauce sales decline but outperform non-branded products

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Own-label launches increase as a share of overall launches
Advertising spend on table sauces and seasonings is rising
Heinz stands out in the market for positive brand attributes

Market Share

Heinz continues to grow its share of branded sales

Figure 23: Leading brands' sales and shares in the UK retail table sauces market, by value, 2013/14 and 2014/15

Smaller manufacturers focus on fast growing segments

Figure 24: Leading manufacturers sales and shares in the UK retail table sauces market, by value, 2013/14 and 2014/15

Flavour pots have boosted Knorr's performance

Figure 25: Leading brands' sales and shares in the UK retail seasonings market, by value and volume, 2013/14 and 2014/15

Premier Foods loses share despite launching new variants

Figure 26: Leading manufacturers sales and shares in the UK retail seasonings market, by value and volume, 2013/14 and 2014/15

Haywards rebrands and launches new variants to stop sales decline

Figure 27: Leading brands' sales and shares in the UK retail pickles, chutney and relish market, by value and volume, 2013/14 and 2014/15

Manufacturers look to the snack market to bolster pickle sales

Figure 28: Leading manufacturers sales and shares in the UK retail pickles, chutney and relish market, by value and volume, 2013/14 and 2014/15

Launch Activity and Innovation

Own-label gains share of the total launches

Figure 29: Share of new launches in the UK table sauces and seasonings market, by branded vs private label, 2011-15

Premium ranges are expanding

Seasonings lead launches but see a decline

Figure 30: New launches in the UK table sauces and seasonings market, by type, 2011-15

The growth of the free-from market inspires NPD

Figure 31: New product launches in the UK table sauces and seasonings, by the gluten-free claim, 2011-15

Barbecue flavour launches grow, fuelled by American-style food

Figure 32: New product launches in the UK table sauces and seasonings market, by top 10 flavour components, 2011-15

Chilli and spicy flavours cater to more adventurous consumers

Big name brands extend into the table sauce segment

Advertising and Marketing Activity

Overall advertising spend continues to rise from the 2013 low

Figure 33: Recorded above-the-line, online display and direct mail total advertising expenditure on table sauces and seasonings, 2011-15

Table sauce advertising sees a resurgence for 2015

Figure 34: Recorded above-the-line, online display and direct mail total advertising expenditure on table sauces and seasonings, by category, 2011-15

Unilever and Heinz outspend the rest of the market

Figure 35: Recorded above-the-line, online display and direct mail total advertising expenditure on table sauces and seasonings, by top 10 advertisers (sorted by 2015 data), 2011-15

Kikkoman continues to invest in soy sauce advertising

Figure 36: Recorded above-the-line, online display and direct mail total advertising expenditure on table sauces and seasonings, by top 10 brands (sorted by 2015 data), 2011-15

Nielsen Media Research coverage

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Brand Research

What you need to know

Brand map

Figure 37: Attitudes towards and usage of selected condiments, dressings and seasonings brands, October 2015

Key brand metrics

Figure 38: Key metrics for selected condiments, dressings and seasonings brands, October 2015

Brand attitudes: Heinz has an advantage on most attributes

Figure 39: Attitudes, by condiments, seasonings and dressings brand, October 2015

Kikkoman is brand most strongly associated with exclusivity

Figure 40: Brand personality – Macro image, October 2015

Colman's and HP seen as traditional, but somewhat basic

Figure 41: Brand personality – Micro image, October 2015

Brand analysis

Heinz enjoys advantageous position

Figure 42: User profile of Heinz, October 2015

Hellmann's more likely to be seen as indulgent than other brands

Figure 43: User profile of Hellmann's, October 2015

HP is the only brand with a more favourable image among men

Figure 44: User profile of HP, October 2015

Colman's has a strong traditional image

Figure 45: User profile of Colman's, October 2015

Amoy seen as an authentic and special option

Figure 46: User profile of Amoy, October 2015

Kikkoman has a similar image to Amoy, but lower awareness impacts on usage

Figure 47: User profile of Kikkoman, October 2015

The Consumer – What You Need to Know

Over 90% of people have used traditional table sauces in the last 6 months

Over half of consumers see herbs and spices as essential for cooking

Salt and sugar intake is a concern for a sizeable minority of consumers

Use of Table Sauces

Over half of consumers have used more than nine different sauces in the last six months

Figure 48: Repertoire of table sauces, eaten/used within the last 6 months, October 2015

Traditional table sauces continue to be the most used

Figure 49: Use of table sauces, any use within the last 6 months, October 2015

44% of people use traditional table sauces more than once a week

Figure 50: Frequency of use of table sauces, October 2015

Ethnic table sauces are becoming an addition to a wide range of meals

Figure 51: Use of table sauces by type of food eaten, October 2015

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Attitudes towards Table Sauces

Personalisation appeals to 70% of users

Figure 52: Attitudes towards table sauces, October 2015

Trying out sauces in restaurants is a key driver of home use

Salt and sugar intake is a concern for a sizeable minority of consumers

Use of Seasonings

Seasonings see usage decline

Figure 53: Use of seasonings, October 2015

Attitudes towards Seasonings

68% have a wide range of seasonings

Figure 54: Attitudes towards seasonings, October 2015

Over-55s see herbs and spices as essential, while 16-24s prefer blends

Figure 55: Attitudes towards seasonings and future use, October 2015

Minority interest in seasonings from different countries/ethnic foods...

...and in single-use seasonings

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Forecast methodology

Appendix – Market Size and Forecast

Figure 56: Best- and worst-case forecasts for the total UK retail table sauces, pickles, chutney and relish and seasonings market, by value, 2015-20

Figure 57: Best- and worst-case forecasts for the total UK retail table sauces, pickles, chutney and relish and seasonings market, by volume, 2015-20

Figure 58: Best- and worst-case forecasts for the UK retail table sauces market, by value, 2015-20

Figure 59: Best- and worst-case forecasts for the UK retail table sauces market, by volume, 2015-20

Figure 60: UK retail volume sales and forecast of table sauces, 2010-20

Figure 61: Best- and worst-case forecasts for the UK retail seasonings market, by value, 2015-20

Figure 62: Best- and worst-case forecasts for the UK retail seasonings market, by volume, 2015-20

Figure 63: UK retail volume sales and forecast of seasonings, 2010-20

Figure 64: Best- and worst-case forecasts for the UK retail pickles, chutney and relish market, by value, 2015-20

Figure 65: Best- and worst-case forecasts for the UK retail pickles, chutney and relish market, by volume, 2015-20

Figure 66: UK retail volume sales and forecast of the pickles, chutney and relish market, 2010-20

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