

## Cooking and Pasta Sauces, Marinades - US - December 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Sales in the total cooking sauces, pasta sauces, and marinades category have been growing and are expected to continue growing. Marinades, the smallest segment, had the strongest gains and drove category growth, likely due to new launches of convenient, versatile products, as well as increasing interest in cooking at home."

- Randy Hofbauer, Food Analyst

### This report looks at the following areas:

- Category to grow through 2020, driven by marinades
- Convenient, versatile launches help drive strong sales of marinades
- Declines in pasta consumption hurting sales of pasta sauces

Cooking sauce sales grew slightly, also likely because of the increased interest in cooking at home, and helped slightly by launches of gluten-free products. Sales of pasta sauces, the largest segment, have been flat and will remain so through 2020 due to declining consumption of pasta. Developing and marketing pasta sauces as versatile and suitable for use with foods other than pasta could be key for strengthening the segment.

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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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