

Condiments and Dressings - UK - December 2016

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“Changing meal preferences have hit the demand for traditional condiments. Meanwhile, NNPD focused around hot and spicy flavours and those inspired by world cuisines has so far failed to re-energise sales. Steps to re-engage users are much needed.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Focus on versatility can support usage of table sauces**
- **Brands can leverage brand loyalty with multipacks of smaller bottles and restaurant chain-themed condiments and dressings**
- **Advertising the variety of flavours and giving more suggestions on pairings needed to increase pickled condiments usage**

Sales of table sauces, dressings, pickles, chutneys and relishes were expected to be up just marginally in 2016 to a value of £971 million. This masks variations between the different segments making up the total market, with weaker sales of staple thick sauces such as tomato ketchup, but stronger performances in mayonnaise and thin sauces.

Consumer tastes are changing in terms of both types of meal eaten and flavour preferences. With nearly half of people eating meals traditional condiments go with less often than they used to do, sauces with new flavours from around the world will be important in driving usage, with hot and spicy flavours already explored in NPD (New Product Development).

Versatility is preferred in table sauces, with consumers keen on using products in a variety of ways. This means suggestions from brands for using condiments with a range of meals and as a cooking ingredient for different recipes will be beneficial to future growth.

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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

- Flat market for condiments and dressings
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