

Cooking Sauces and Pasta Sauces - UK - January 2017

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“As health concerns remain key reasons to limit cooking and pasta sauce intake, brands and retailers face ongoing pressure to improve and highlight their credentials. Intense competition from scratch cooking poses another continuing threat to the market; NPD in formats positioned as offering convenient, time-saving aids to scratch cooking remains needed to win back favour.”

– **Alyson Parkes, Research Analyst**

This report looks at the following areas:

- **Smaller-portion formats needed to appeal to small households**
- **'Booster' formats look to bridge the gap between scratch cooking and ready-made sauces**
- **Products tailored to children chime with parents**

The enduring interest in scratch cooking hampered volumes, while the growth of own-label sauces and pressure from price promotions kept prices in check. However, the weakening of the Pound has driven up the cost of imports, with sauces reliant on imported ingredients the first to feel the pressure in this market.

Negative coverage around sugar looks set to continue, potentially limiting cooking sauce usage among health-conscious consumers. Drawing attention to the health credentials of their products should help companies to retain custom given consumer interest in healthier variants. Extending this to meet children's nutritional requirements at different age groups could hold parents' attention.

The fact that the majority of consumers use cooking or pasta sauces is evidence of their lasting appeal, nevertheless, companies will need to address the impact of scratch cooking to combat declining sales. New formats positioned as convenient aids to scratch cooking remain needed to hold interest.

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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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High sugar and salt content concern low and non-users

A fifth limit cooking/pasta sauce use to save money

L/N/R sugar and salt sauces top enticements

'Hidden' vegetables can polish health credentials of sauces

Most users eat side dishes with cooking sauces

Room for cooking sauces in scratch cooking

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High sugar and salt content concern low and non-users

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A fifth limit cooking/pasta sauce use to save money

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L/N/R sugar is top enticement...

...on a par with L/N/R salt

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Sauces for use with vegetables over meat appeal to nearly three in 10
 Vegetable recipes look timely given interest in meat reduction
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