

## Condiments - US - December 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

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Condiments and dressings are substantial and diverse categories with extremely high penetration driven by consumer loyalty to brands and product types, along with healthy reputations for adaptability, affordability, and variety. As these mature categories struggle to grow sales, getting back to growth will take effort from brands to find even more ways for consumers to enjoy or experiment with condiments and dressings.

This report looks at the following areas:

- Condiments stalled by decline in mustard and mayonnaise
- Dressings decline driven by struggling shelf-stable
- Category overlap an issue and an opportunity
- Traditional condiments, dressings are pantry staples

Future growth opportunities may exist for brands that communicate alternative product uses on social media or websites, and those that innovate in complex flavor combinations, convenient packaging, and fresher and healthier varieties.

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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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