

Cooking and Pasta Sauces and Marinades - US - December 2017

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The diverse cooking sauces and marinades category, which is ideally suited to those consumers interested in food and flavor exploration, has generated stronger growth in recent years than many other center-store packaged food categories.

This report looks at the following areas:

- **Category maintains a modest pace of growth**
- **Packaged sauces usage near universal, homemade not far behind**
- **Vegetarian applications could expand use among young adults**

Looking ahead, the category offers opportunities for products that combine the convenience of premade with the freshness and simplicity of homemade. Brands should also look to strengthen their associations with fresh foods sold in the store perimeter.

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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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Many compete, but no single company dominates

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