

Cooking Sauces and Pasta Sauces - UK - December 2017

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“Interest in scratch cooking continues to pose direct competition to the market; the impending squeeze on consumer incomes is likely to spur this trend on. The market will also need to respond to the growing number of small households and ageing population in order to remain relevant against the UK’s shifting demographic backdrop.”

– **Alyson Parkes, Research Analyst**

This report looks at the following areas:

- **Healthier proposition can bring new audiences to the market**
- **Cooking and pasta sauce products need to cater to the UK’s ageing population**
- **Cooking sauces need to boost their image as authentic and being free from artificials**

Total sales of cooking and pasta sauces fell over 2012-17. Continued consumer interest in scratch cooking has been a key driver in this lacklustre performance. The growth of own-label sauces has ramped up pressure on brands, helping to drive values down, counteracting rising food inflation in 2017.

Concerns around the sauces’ fat, sugar and salt content made headlines in 2016 and 2017. These look to have played a role in the market’s woes, with some cooking/pasta sauce users reporting to have cut back due to news stories. However, NPD from key brands in L/N/R sugar products should help to address some of these concerns. Further activity in this area and in salt reduction should also help to boost the appeal of cooking sauces to non-users.

The fact that many of consumers use cooking/pasta sauces signals their lasting appeal. However, younger age groups and families remain core users. The ageing population and projected increase in the number of smaller households thus pose a challenge for the market and signal the need to bolster its relevance among a wider audience.

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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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Table of Contents

Overview

What you need to know
Products covered in this report

Executive Summary

The market

Cooking and pasta sauces enter fifth consecutive year of decline

Health remains an issue for the category

Value growth forecast for the market

Figure 1: Forecast of UK retail value sales of cooking and pasta sauces, 2012-22

Ambient wet sauces are the main driver in market's decline

Salt makes a return to the public health agenda

Sugar continues to be a key purchasing factor

Opportunities to appeal to the flexitarian market

End to growing consumer incomes; scratch cooking offers a means of economising

Companies and brands

Nine of the top 10 brands see sales fall

Figure 2: Leading brands' share of the UK retail cooking and pasta sauces market, by value, 2015/16 and 2016/17

Own-label bucks the downward trend

Brands lose share of launches to own-label

L/N/R sugar and sodium claims increase but remain niche

Homepride addresses gap in the market with kids' cooking sauces

Popularity of pouches continues; jars lose share in NPD

Steep decline in advertising spend

'No Drama' campaign from Dolmio

The consumer

Four fifths of consumers use ready-made cooking sauces

Figure 3: Usage of cooking or pasta sauces in the last 3 months, by type, September 2017

Over a quarter make sauces from scratch in a typical week

Favourite sauce is the top influencer; buyers are opportunistic

Figure 4: Factors influencing choice of cooking/pasta sauce, September 2017

16-34s and over-55s are most drawn to healthiness

Half of non-buyers could be encouraged to buy cooking/pasta sauces

Figure 5: Factors to encourage purchasing of cooking/pasta sauces, September 2017

Easy-open packaging garners most interest

Figure 6: Interest in cooking/pasta sauce packaging features, September 2017

Parents are most likely to prefer a ready meal to using cooking/pasta sauces

Figure 7: Cooking/pasta sauce usage and buying behaviours, September 2017

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Own-label sauces seen to lag behind brands on delivering flavour

Figure 8: Attitudes towards cooking/pasta sauces, September 2017

Non-chilled sauces most commonly associated with negative attributes

What we think

Issues and Insights

Healthier proposition can bring new audiences to the market

The facts

The implications

Cooking and pasta sauce products need to cater to the UK's ageing population

The facts

The implications

Cooking sauces need to boost their image as authentic and being free from artificial

The facts

The implications

The Market – What You Need to Know

Cooking and pasta sauces enter fifth consecutive year of decline

Health remains an issue for the category

Value growth forecast for the market

Ambient wet sauces are the main cause of the market's decline

Salt makes a return to the public health agenda

Sugar continues to be a key purchasing factor

Opportunities to appeal to the flexitarian market

End to growing consumer incomes; scratch cooking offers a means of economising

Market Size and Forecast

Cooking and pasta sauce sales enter fifth consecutive year of decline

Health remains an issue for the category

Market value hit by growth of discounters

Figure 9: Forecast of UK retail value sales of cooking and pasta sauces*, 2012-22

Value growth forecast for the market

Figure 10: Forecast of UK retail value sales of cooking and pasta sauces, 2012-22

Responding to demographic shifts is vital for the market

Forecast methodology

Market Segmentation

Ambient wet sauces are the main driver of market's decline

Figure 11: UK retail sales of cooking/pasta sauces, by sector, 2015-17

Italian and traditional sauces continue to lose sales

Emerging sauces continue to see value growth

Figure 12: UK retail sales of ambient wet and dry cooking/pasta sauces, by cuisine, 2015-17

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Market Drivers

Salt makes a return to the public health agenda ...

...but sparks limited concern among consumers

Pesto sauces identified as a main offender for high salt levels

Potassium-based sodium replacers given the green light

Sugar continues to be a key purchasing factor

Opportunities to appeal to the flexitarian market

Figure 13: Share of product launches in the UK cooking and pasta sauces market, labelled suitable for vegetarians or vegans, 2013-17

Inflation fuels price rises; end to growing consumer incomes

Scratch cooking still a challenge to the market

Ready meals add pressure

Ageing population could curb sales

Figure 14: Usage of cooking and pasta sauces, by age, September 2017

Growth in number of smaller households could add further pressure to the category

Companies and Brands – What You Need to Know

Nine of the top 10 brands see sales fall

Own-label bucks the downward trend

Brands lose share of launches to own-label

L/N/R sugar and sodium claims increase but remain niche

Homepride addresses gap in the market with kids' cooking sauces

Popularity of pouches continues; jars lose share in NPD

Steep decline in advertising spend

'No Drama' campaign from Dolmio

Market Share

Nine of the top 10 brands see sales fall

Figure 15: Leading brands in the UK retail cooking and pasta sauces market, by value, 2015/16 and 2016/17

Loyd Grossman is the only brand to see steady value sales

Own-label bucks the downward trend

Chilled sauces maintain value sales

Figure 16: Leading brands in the UK retail chilled cooking and pasta sauces market, by value, 2015/16 and 2016/17

Launch Activity and Innovation

Brands lose share of launches to own-label

Figure 17: New product launches in the UK cooking and pasta sauces market, by share of own-label and branded, 2013-17

M&S is the first retailer to add a "booster" format to its portfolio

L/N/R sugar and sodium claims increase but remain niche

Figure 18: New product launches in the UK cooking and pasta sauces market carrying a l/n/r sugar or a L/N/R sodium claim, 2013-17

Dolmio launches two new sauce ranges

Homepride addresses gap in the market with kids' cooking sauces

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Heinz extends range of Tomato Frito sauces

Innovative flavoured pestos enter the market

Popularity of pouches continues; jars lose share in NP

Figure 19: New product launches in the UK cooking and pasta sauces market, by packaging type, 2013-17

Vibrant and modern rebrand for Blue Dragon

Advertising and Marketing Activity

Steep decline in advertising spend

Figure 20: Total above-the-line, online display and direct mail advertising expenditure on cooking and pasta sauces, 2013-17

'No Drama' campaign from Dolmio

New ad supports no added sugar Bolognese

New direction hopes to show convenience, health and togetherness

Figure 21: Recorded above-the-line, online display and direct mail total advertising expenditure on cooking and pasta sauces, by highest spending advertisers, 2013-17

Knorr tackles food insecurity in the UK

Saclà enlists the public to help shape the future of pesto

Figure 22: Recorded above-the-line, online display and direct mail advertising expenditure on cooking and pasta sauces, by highest spending brands, 2013-17

Nielsen Ad Intel coverage

The Consumer – What You Need to Know

Four fifths of consumers use ready-made cooking sauces

Over a quarter make sauces from scratch in a typical week

Favourite sauce is the top influencer; buyers are opportunistic

16-34s and over-55s are most drawn to healthiness

Half of non-buyers could be encouraged to buy cooking/pasta sauces

Easy open packaging garners most interest

Parents are most likely to prefer a ready meal to using cooking/pasta sauces

Own-label sauces seen to lag behind brands on delivering flavour

Non-chilled sauces most commonly associated with negative attributes

Usage of Cooking and Pasta Sauces

Four fifths of consumers use ready-made cooking sauces

Figure 23: Usage of cooking or pasta sauces in the last 3 months, by type, September 2017

Single person households are least likely to make sauces from scratch

Over a quarter make sauces from scratch in a typical week

Chilled sauces are popular amongst the affluent

Non-chilled are the most frequently used ready-made cooking sauces

Figure 24: Frequency of usage of cooking or pasta sauces in the last 3 months, by type, September 2017

Factors Influencing Choice of Cooking/Pasta Sauce

Favourite sauce is the top influencer

Cooking sauce buyers are opportunistic when it comes to promotions

Figure 25: Factors influencing choice of cooking/pasta sauce, September 2017

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16-34s and over-55s are most drawn to healthiness
Authentic recipes can offer stand out

Factors to Encourage Purchasing of Cooking/Pasta Sauces

Half of non-buyers could be encouraged to buy cooking/pasta sauces
Figure 26: Factors to encourage purchasing of cooking/pasta sauces, September 2017

Low sugar is among top enticements...
...together with low salt
EFSA poses strict limits on low-salt claims
A quarter of one-person households want more smaller pack sizes

Interest in Cooking/Pasta Sauce Packaging Features

Easy open packaging garners most interest
Figure 27: Interest in cooking/pasta sauce packaging features, September 2017

Resealable packaging is of most interest to younger age groups
Resealability is not a given for new packaging formats
A fifth welcome aids to measuring out serving size

Cooking/Pasta Sauce Usage and Buying Behaviours

Versatile sauces appeal
Figure 28: Cooking/pasta sauce usage and buying behaviours, September 2017

Parents of under-16s are most likely to prefer a ready meal to using cooking/pasta sauces
Figure 29: Cooking sauces and pasta sauces – CHAID – Tree output, September 2017

Methodology
Just over a quarter of users have been affected by news about cooking sauces

Attitudes towards Cooking/Pasta Sauces

Scope for sauce-making kits to help children learn how to cook
Figure 30: Attitudes towards cooking/pasta sauces, September 2017

44% agree that sauces go well with 'carb alternatives'
Own-label sauces need to compete with brands on delivering flavour

Qualities Associated with Types of Cooking/Pasta Sauces

Non-chilled sauces most closely associated with negative attributes
Figure 31: Qualities associated with types of cooking/pasta sauces, September 2017

Few see cooking/pasta sauces to be authentic...
...or free from artificial additives/preservatives

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations
Consumer research methodology

Appendix – Market Size and Forecast

Forecast methodology

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Figure 32: Best- and worst-case forecasts for the total UK retail cooking and pasta sauces market, by value, 2017-22

Appendix – Market Drivers

Figure 33: Usage of food services, December 2016

Appendix – Market Share

Figure 34: Leading companies in the UK retail cooking and pasta sauces market, by value, 2015/16 and 2016/17

Figure 35: Leading companies in the UK retail chilled cooking and pasta sauces market, by value, 2015/16 and 2016/17

Appendix – Launch Activity and Innovation

Figure 36: Share of new product launches in the UK cooking and pasta sauces market, by company, 2013-17

Figure 37: New product launches in the UK cooking and pasta sauces market carrying a premium claim, by share of branded or own-label, 2013-17

Figure 38: New product launches by closure types, 2013-17

Figure 39: Share of new launches in the UK cooking and pasta sauces market carrying an all-natural product or a no additives/preservatives claim, 2013-17

Figure 40: New product launches in the UK cooking and pasta sauces market, by top 10 claims, 2013-18

Appendix – Advertising and Marketing Activity

Figure 41: Share of above-the-line, online display and direct mail total advertising expenditure on cooking and pasta sauces, by highest spending advertisers, 2013-17

Figure 42: Share of above-the-line, online display and direct mail total advertising expenditure on cooking and pasta sauces, by highest spending brands, 2013-17

Figure 43: Share of recorded above-the-line, online display and direct mail total advertising expenditure on cooking and pasta sauces, by media type, 2013-17

Figure 44: Recorded above-the-line, online display and direct mail total advertising expenditure on cooking and pasta sauces, by media type, 2013-17

Appendix – The Consumer

Figure 45: Usage of cooking or pasta sauces, by household size, October 2017

Figure 46: Frequency of cooking meals from scratch, April 2016-November 2017

Figure 47: Repertoire of types of cooking or pasta sauces used in the last 3 months, September 2017

Figure 48: Cooking sauces and pasta sauces – CHAID – Table output, September 2017

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