

## Sauces and Marinades - Canada - December 2017

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As Canada's demographic landscape evolves, consumers' expectations of their food is evolving with it. Sauces and marinades are a large part of this evolution due to the category's impact in providing new and different flavours in a convenient fashion. As a result, companies that capitalize on evolving formats and flavours will be well positioned to succeed.

This report looks at the following areas:

Beyond usage behaviour, this Report examines motivations and areas of interest in using sauces and marinades, and how they differ across different segments (eg gender, age). This Report will also discuss emerging opportunities based on changes in how Canadians are sourcing and preparing their food with a greater focus on pre-prepared or semi-prepared meal solutions.

- Age impacts usage for select categories
- Sodium and sugar levels in sauces are important to older Canadians
- Consumers want both familiarity and new flavours

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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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## Table of Contents

### Overview

What you need to know  
Definition  
Sauces and marinades in consumer research  
Cooking sauces in market sizes:

### Executive Summary

Overview  
The issues  
Age impacts usage for select categories  
Figure 1: Usage of select sauces, by age group, September 2017  
Sodium and sugar levels in sauces are important to older Canadians  
Figure 2: Interest in sauces and/or marinades with low/no salt and sugar, by age group, September 2017  
Consumers want both familiarity and new flavours  
Figure 3: Use sauces and/or marinades to try new flavours, by parental status, September 2017  
The opportunities  
Ability to customize flavours is the top area of interest  
Figure 4: Interest in sauces and/or marinades, September 2017  
Parents are looking for help  
Figure 5: Sauce and/or marinade usage, parents vs non-parents, September 2017  
A quarter of Canadians are willing to pay more for premium offerings  
Figure 6: Percentage willing to pay more for cooking sauces with premium ingredients, September 2017  
What it means

### The Market – What You Need to Know

Consistent growth forecast for cooking sauces  
Immigration fuelling Canada's population growth  
Canadians are more time-pressed

### Market Size and Forecast

Consistent value and volume sales growth forecast for cooking sauces  
Figure 7: Retail Canadian value sales and fan chart forecast of market, at current prices, 2011-22  
Figure 8: Retail Canadian volume sales and fan chart forecast of market, at current prices, 2011-22  
Figure 9: Retail Canadian sales and forecast of market, at current prices, 2012-22

### Market Breakdown

Tomato-based sauces prove most popular  
Figure 10: Value vs volume sales of cooking sauces at retail (Canada), by segment, 2016  
Figure 11: Value vs volume sales of cooking sauces at retail (Canada), by segment, 2016

### Market Factors

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Immigration fuelling Canada's population growth

Figure 12: Foreign-born share of population by G8 country and Australia

Canadians are more time-pressed

Concern over sodium and sugar likely to intensify as Canada's population ages

Figure 13: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

## Key Players – What You Need to Know

Consumers looking abroad for flavour inspiration

Interest in craft/artisan alcoholic beverages represents opportunity for premiumization

Evolving cooking habits represent an opportunity

## What's Working?

Consumers looking abroad for flavour inspiration

Figure 14: Kohinoor Bombay Egg Curry Cooking Sauce (Canada), October 2017

Figure 15: Lee Kum Kee Sauce for Mandarin Orange (Canada), March 2017

Figure 16: Sensations by Compliments Thai Yellow Curry Cooking Sauce (Canada), October 2017

Figure 17: Morrisons Market St Katsu Stir Fry Sauce (UK), October 2017

## What's Next?

Africa among the sources for flavour expansion

Figure 18: Ethnic-inspired foods have not tried but interested in trying, November 2015

Interest in craft/artisan alcoholic beverages represents opportunity for premiumization

Figure 19: Club House La Grille Brown Sugar Bourbon Steakhouse Burgers Sauce Mix-Ins (Canada), September 2017

Figure 20: Club House La Grille Smoky Cedar & Ale Flavoured Wet Rub (Canada), May 2016

Figure 21: Todd Wilbur's Top Secret Recipes Whiskey Glaze (US), October 2017

Figure 22: Williams-Sonoma Seasonal Flavors Maple Bourbon Short Rib Braising Sauce (USA), October 2017

Figure 23: Williams-Sonoma Seasonal Flavors Low Sodium Sicilian White Wine Braising Sauce (USA), October 2017

Evolving cooking habits represent an opportunity

Figure 24: Campbell's Skillet Sauces Creamy Pesto Chicken Cooking Sauce (USA), September 2017

Figure 25: Scratch Chicken Pad Thai Noodles (UK), April 2017

Plant-based sauces address demand for more flexible diets

Figure 26: Wegmans Food You Feel Good About Cauliflower Puree (US), September 2017

Figure 27: Wegmans Food You Feel Good About Zucchini and Basil Puree (US), September 2017

Figure 28: Tesco Black Bean Sauce (UK), September 2017

## The Consumer – What You Need to Know

Pasta and barbeque sauces are most commonly used

Flavour is the most popular reason for using sauces and marinades

Pragmatic considerations support usage of sauces and/or marinades

Customization matters to consumers

## Usage of Sauces and Marinades

Pasta and barbeque sauces are most commonly used

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Figure 29: Types of sauces and/or marinades used, September 2017

### Factors beyond flavour influence usage

Figure 30: Sauces used (select), by age group, September 2017

Figure 31: Frank's RedHot – Not Your Mother's Chicken Dance, June 2016

### BBQ and garlic flavours are most appealing to Canadians

Figure 32: Appeal of sauce and/or marinade flavours, September 2017

Figure 33: TURF analysis – Flavours, October 2017

Figure 34: Appeal of sauce and/or marinade flavours, by gender, September 2017

Figure 35: Top 25 flavours in cooking sauce launches – North America, January-December 2017

## Reasons for Using Sauces and/or Marinades

### Flavour is the most popular reason for using sauces and marinades

Figure 36: Reasons for using sauces and/or marinades, September 2017

Figure 37: Reasons for using sauces and/or marinades (select), by age group, September 2017

### Pragmatic considerations support usage of sauces and/or marinades

Figure 38: Convenience-related reasons for using sauces and/or marinades, by gender, September 2017

Figure 39: Chefs Plate – How It Works, February 2017

### "Imitation" holds limited resonance with consumers

Figure 40: Imitation-related reasons for using sauces and/or marinades, by parental status, September 2017

### Canadians' confidence in cooking abilities does not diminish need for recipes

Figure 41: "I don't feel confident in my cooking abilities" (% agree), by age, September 2017

## Innovation Opportunities

### Customization matters to consumers

Figure 42: Interest in sauces and/or marinades, September 2017

Figure 43: TED – Choice, happiness and spaghetti sauce I Malcolm Gladwell, January 2007

### Regional identity helps marry flavour with story

Figure 44: Interest in sauces and/or marinades with regional flavours by province/region, September 2017

### Women more likely to show interest in health-related positioning

Figure 45: Interest in sauces and/or marinades health-related considerations, by age group, September 2017

Figure 46: Williams-Sonoma Seasonal Flavours Beef Bourguignonne Braising Sauce (USA), August 2017

Figure 47: Interest in sauces and/or marinades (select), BC vs overall, September 2017

### A quarter of consumers looking for premium offerings

Figure 48: "Willing to pay more for cooking sauces with premium ingredients", by household income, September 2017

Figure 49: Agree sauces add excitement to foods I typically eat, by age group, September 2017

Figure 50: Agree refrigerated sauces offer better quality than those on the shelf, by age group, September 2017

## Consumer Groups

### Flavour enhancement critical to success in both Canada and the US

Figure 51: Sauce and marinade usage, Canada vs US, September 2017 (Canada)/October 2017 (US)

Figure 52: Health considerations for sauces and/or marinades (select), Canada vs US, September 2017 (Canada)/October 2017 (US)

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### Sauce usage lower among Quebec consumers

Figure 53: Reasons for using sauces and/or marinades (select), Quebec vs overall, September 2017

Figure 54: Areas of interest, BC vs overall, September 2017

### Parents more likely to use sauces and marinades

Figure 55: Sauce and/or marinade usage, mothers vs fathers, September 2017

Figure 56: Sauce and/or marinade usage, parents vs non-parents, September 2017

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

TURF analysis

Abbreviations and terms

Abbreviations

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