

Condiments and Dressings: Inc Impact of COVID-19 - UK - May 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and market dynamics in the condiments and dressings sector.
- The value of individual segments and brand performance in 2019.
- The latest new product developments, consumer interest in product features and willingness to pay more for different product attributes.
- Consumer behaviour and attitudes towards condiments and dressings.

COVID-19 has had a positive impact on sales of condiments and dressings in recent months, in line with increased demand for food to eat at home, initially due to panic buying following the first reported cases of the virus, and then due to the UK lockdown that began on 23 March. More meals being eaten at home is boosting sales of condiments and dressings to go with them. Once the extensive disruption caused by the lockdown passes, Mintel expects the market will lose some of the gains made in 2020 in 2021, but only some of them. Mintel expects the market to benefit from some recessionary behaviours and some enduring shifts in work patterns.

The contrasting fortunes of different segments within the condiments and dressings market highlight the need for flavour innovation in all segments of the market to drive engagement and support sales, especially given strong consumer interest in new products and innovative flavours. Emphasising versatility, including through recipe ideas, will be important in increasing product usage. While this remains relevant for categories known for versatility, it's more important for sauces used less frequently.



“COVID-19 has had a positive short-term impact on sales of condiments and dressings, as demand for food to eat at home increased, and is likely to boost sales for some time to come, with only some of the sales gains expected to be lost in 2021. Encouraging more use of products both in cooking and with meals remains relevant for brands, particularly during a COVID-19 recession.”

– Richard Caines, Senior

Food & Drink Analyst
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