

Cooking Sauces, Pasta Sauces and Stocks - UK - November 2011

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“Consumers with children are more likely than average to have eaten all types of ethnic cooking sauces and the market therefore has a unique opportunity to engage younger consumers from an early age, broadening their repertoire and building loyalty for the future.”

– Amy Lloyd, Food and Drink Analyst

In this report we answer the key questions:

- How can manufacturers, brands and retailers encourage more experimentation within the cooking/pasta sauces and stocks market?
- How can cooking and pasta sauce brands drive growth in the premium segment?
- How can sauces and stocks brands exploit the interest in scratch cooking?
- What types of cuisines are proving popular in the market?
- How can the market attract older consumers?

This report examines the UK retail market for cooking sauces, which are defined as sauces used during the preparation of food and are used in the kitchen rather than at the table. They fall into three categories:

Cook-in sauces that are added to ingredients at an early stage of cooking, such as chilli con carne or Bolognese. Stir-fry sauces and pastes are a style of cook-in sauce primarily intended for use with a wok or quick frying style of cooking.

Pour-over sauces that are added to the meal just before the end of cooking, or poured over the top just before serving, such as parsley sauce, some pasta sauces and pesto sauce.

Oven-bake sauces are added to the other ingredients part way through cooking, before being placed in the oven. The market may also be divided into wet sauces and dry sauces:

Wet sauces are packaged in jars, cans, pouches or cartons and may be ambient or chilled.

Dry sauces come in packets or cartons and require the addition of water or other liquid to rehydrate them before use.

Stocks and bouillons include stock cubes, and ready-to-use ambient and fresh chilled (also includes bouillon stock including liquid stocks).

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