

Cooking Sauces, Pasta Sauces and Stocks - UK - November 2012

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“With the number of over-65s set to rocket, healthier recipes present a viable means of generating usage among these older age groups. They are significantly more likely than younger cohorts to see low salt and low sugar as important considerations when choosing a cooking/pasta sauce.”

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- How can manufacturers reinforce usage among young families?
- What NPD areas can manufacturers explore to engage the growing over-65s population?
- How can cooking/pasta sauce manufacturers win over premium users?
- What can gravy makers learn from the stocks sector to boost usage?

The UK cooking/pasta sauces and stocks market recorded a 17% increase in value sales between 2007 and 2011 to reach £930 million, with further slow growth expected in 2012, to £950 million. The lacklustre performance of the core wet cooking sauces sector has been dragging down overall growth, offsetting the recent robust performance of dry sauces and growth in chilled. However, this report highlights NPD opportunities for sauces to support engagement with more authentic and healthy recipes, and within gravy, a wider variety of flavours.

This report examines the UK retail market for cooking sauces, stocks and gravy makers.

Cooking sauces are defined as sauces used during the preparation of food and are used in the kitchen, rather than at the table.

Stocks and bouillons include stock cubes, pastes and ready-to-use ambient and fresh chilled (eg Knorr Stock Pots).

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