

Table Sauces and Seasonings - UK - December 2012

Report Price: £1750 / \$2834 / €2204

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Extending usage occasions by positioning table sauces as versatile cooking ingredients is a lucrative avenue for manufacturers to explore. For some brands, cooking ideas have become a core part of their marketing strategies, but cross-promotions with other ingredients required for certain dishes could help to put them on the radar for new users."

– Emma Clifford, Senior Food Analyst

In this report we answer the key questions:

- Is the table sauces and seasonings market reacting adequately to consumers' interest in health?
- What steps can the market take to leverage the home cooking trend?
- How can NPD help operators to drive engagement among younger consumers?
- What role is social media playing in the table sauces market?

With penetration approaching 100%, and usage transcending all ages and demographic groups, the table sauces and seasonings market benefits from these products' established place within the British food culture, and the dominant presence of a number of iconic brands. Challengingly, with such a mature market come limitations however, and growth opportunities are harder to find.

In the current climate of austerity, with a quarter of consumers cutting back on table sauces to save money, while value sales have climbed by 13% to £707 million between 2007 and 2012, in volume terms the market has seen a decline of 10% over the period. Furthermore, volume sales are anticipated to continue declining in the medium term.

However, without the revival of scratch cooking, the repositioning of table sauces as cooking ingredients and high levels of activity in both flavour-based NPD and advertising, it is likely that the market would have been more severely hit by the economic downturn.

While over-55s provide a reliable and steady customer base, being most likely to keep a regular supply of almost all table sauces and the biggest purchasers of seasonings, future growth potential lies with the younger generation. The key to increasing usage among this cohort will be continued flavour innovation, guiding them in how to use table sauces and seasonings when cooking, and engaging them through social media.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100