

Table Sauces and Seasonings - UK - December 2013

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“Through adding premium ingredients or repositioning products as a gourmet alternative, table sauce and seasonings operators are looking to attract consumers looking to upscale at least a part of their dining experience. Such innovation should be well placed to chime with the ongoing rise in consumer confidence and to tap into the predicted increase in consumer spending.”
– Amy Price, Senior Food & Drink Analyst

This report looks at the following areas:

- Can investment in premium varieties tap into growing consumer confidence?
- How can the market encourage consumers to expand their repertoire?
- Should operators be adopting a two-pronged approach to flavour?
- How will changes in the age profile of the UK population affect the market?

Table sauces and seasonings enjoy high levels of popularity, with more than nine in 10 consumers buying into the sector. Market sales are expected to grow by 12% although volumes are forecast to decline by 13.5% by 2018.

Within table sauces, salad accompaniments dominate by share, with salad dressing seeing a robust performance over 2011-13, with usage of bagged salads and the warm summer in 2013 likely fuelling sales.

NPD (New Product Development) on premium formats, particularly in relation to the cooking occasion, are helping to add value to the market, encouraging consumers to trade up. Meanwhile the trend towards table sauces containing more diverse/hotter flavours has continued, with chilli, peri peri, mustard and horseradish flavours becoming more prevalent over the last few years.

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