

Condiments and Dressings - US - December 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Increasing competition from other food categories, including sauces, marinades, dips, and spreads, as well as a lack of product innovation keeps both categories stale. Hot sauces have kept the category from experiencing further declines, and present an opportunity for future growth due to demographic trends that see the expansion of Hispanic and Asian populations, significant users of these products.”

– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- How can condiments grow sales with an already high consumer penetration?
- What role does health play in condiment and dressing use?
- What role do condiments play in home cooking?

Despite high consumer penetration, sales of condiments have struggled. Salad dressing sales followed similar suit.

Such performance results from both categories struggling with relevancy in a dynamic food climate, with increasing competition from sauces, dips, and spreads and a lack of new product innovation.

Encouraging expanded usage, including snack occasions, and developing specialty products with complex flavor profiles; including international flavors and added heat (hot sauce sales continue to be a bright spot in condiments); and healthfulness is in order.

Mintel forecasts continued stagnation in both categories through 2019.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Moving beyond pickled cucumbers

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Key points

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