

## Condiments, Dressings and Seasonings - UK - December 2015

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“There is scope for growth in the table sauces and seasonings market by appealing to the increasingly varied tastes of UK consumers, namely interest in food trends such as American-style (eg barbecue sauce) and ethnic cuisines.”

– Amy Price, Senior Food and Drink Analyst

### This report looks at the following areas:

- The British love affair with American-inspired barbecue sauces continues
- Restaurants and travel influence consumers' usage of table sauces and seasonings
- Catering to convenience trends could help seasonings manufacturers to boost sales

Table sauces and seasonings are some of the most versatile products in the UK consumer cupboard and usage remains high. The total market has been in long-term volume decline since 2010, a trend that is expected to continue over 2015-20, with traditional sauces such as table sauces, salad accompaniments and dish-specific sauces struggling. Thin sauces such as soy have seen value growth, benefiting from consumers' changing eating habits.

Moves to accommodate consumer concerns over sugar could provide a boost to the market, with almost half of users agreeing that they would be interested in sauces that used alternatives to refined sugar, although demand is not currently being met, with limited new product development (NPD) in this area.

Seasonings have fared a little better, benefiting from the increase in scratch cooking, although table salt has seen a six percentage point decline in usage over 2014-15 as consumers continue to cut back in an attempt to improve health.

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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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Nielsen Media Research coverage

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Salt and sugar intake is a concern for a sizeable minority of consumers

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## Attitudes towards Table Sauces

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