

## Condiments - US - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

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"The large and mature condiments and dressing categories have generated little growth overall over the past five years, a trend that is not expected to change in the next five. Still, these diverse categories hold ample opportunity for brands and retailers that can activate consumer interest in exploring new tastes and cuisines and in eating fresher and healthier."

- John Owen, Senior Analyst, Food & Drink

This report looks at the following areas:

- Condiment sales turn slightly positive
- Dressings generate only modest growth
- High penetration limits growth potential for ketchup, mustard, mayo, dressing
- Consumers tend to stick to familiar condiments and dressings

This Report builds on the analysis presented in Mintel's *Condiments and Dressings - US, December 2015* and *December 2014*, *Condiments - US, December 2013*, *August 2012*, *July 2010*, *July 2008*, *December 2006*, and earlier reports, and salad dressing analysis in Mintel's *Cooking Sauces, Marinades, and Dressings - US, December 2013*.

For the purposes of this Report, condiments are defined as prepared sauces or spreads, requiring no preparation (including heating), used as a topping or accompaniment to prepared food. While variation exists, common use of these items is as a finishing topping or enhancement, not as a component in a recipe, and not necessarily considered to be eaten as a standalone item. The condiment should be understood to be an add-on, and not necessarily integral to the dish.

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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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Pickles, olives, and relish pace category growth

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Kraft Heinz leads highly fragmented category

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High penetration limits growth potential for ketchup, mustard, mayo

International influence

Consumers tend to stick to familiar condiments and dressings

Restaurant-branded condiments generate strong interest

Interest in exploring new flavors and cuisines

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