

Cooking Sauces and Pasta Sauces - UK - December 2017

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“Interest in scratch cooking continues to pose direct competition to the market; the impending squeeze on consumer incomes is likely to spur this trend on. The market will also need to respond to the growing number of small households and ageing population in order to remain relevant against the UK’s shifting demographic backdrop.”

– **Alyson Parkes, Research Analyst**

This report looks at the following areas:

- **Healthier proposition can bring new audiences to the market**
- **Cooking and pasta sauce products need to cater to the UK’s ageing population**
- **Cooking sauces need to boost their image as authentic and being free from artificials**

Total sales of cooking and pasta sauces fell over 2012-17. Continued consumer interest in scratch cooking has been a key driver in this lacklustre performance. The growth of own-label sauces has ramped up pressure on brands, helping to drive values down, counteracting rising food inflation in 2017.

Concerns around the sauces’ fat, sugar and salt content made headlines in 2016 and 2017. These look to have played a role in the market’s woes, with some cooking/pasta sauce users reporting to have cut back due to news stories. However, NPD from key brands in L/N/R sugar products should help to address some of these concerns. Further activity in this area and in salt reduction should also help to boost the appeal of cooking sauces to non-users.

The fact that many of consumers use cooking/pasta sauces signals their lasting appeal. However, younger age groups and families remain core users. The ageing population and projected increase in the number of smaller households thus pose a challenge for the market and signal the need to bolster its relevance among a wider audience.

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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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Cooking and pasta sauces enter fifth consecutive year of decline

Health remains an issue for the category

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Ambient wet sauces are the main cause of the market's decline

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Salt makes a return to the public health agenda ...

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Brands lose share of launches to own-label

L/N/R sugar and sodium claims increase but remain niche

Homepride addresses gap in the market with kids' cooking sauces

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Favourite sauce is the top influencer; buyers are opportunistic

16-34s and over-55s are most drawn to healthiness

Half of non-buyers could be encouraged to buy cooking/pasta sauces

Easy open packaging garners most interest

Parents are most likely to prefer a ready meal to using cooking/pasta sauces

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