

Cooking Sauces and Pasta Sauces - UK - December 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The popularity of making sauces from scratch and the growth of own-label continue to chip away at value sales in the market. Addressing consumers’ concerns around sugar, salt and artificial ingredients will be key to turning the tide.

Exploring the sauce kit format could help boost associations with healthiness and authenticity, while also delivering both on the experience and convenience.”

– **Anita Winther, Research Analyst**

This report looks at the following areas:

- **Tackling concerns around ingredients is key priority for cooking and pasta sauces**
- **Brands need to push flavour innovation to take on own-label**
- **Deconstruction can help sauce brands deliver on authenticity and health**

Scratch cooking remains a key source of competition, squeezing cooking and pasta sauce sales. While enjoyment of cooking is an important reason why people cook from scratch, wanting control over what goes into food is also a main driver. This puts an onus on the category to address concerns around the presence of sugar, salt and artificial ingredients in pre-made sauces. Given the current low-levels of NPD making claims relating to these, there is much room for more innovation in this area.

The unrelenting growth of own-label in the category, caused by the growth of the discounters and range rationalisations favouring own-label over branded products, is also affecting value sales by putting downward pressure on average prices. Brands are facing a challenge in proving a tangible difference from own-label; however, flavour innovation is one area where brands are still seen by many to have an edge over own-label.

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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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