

# Cooking Sauces, Pasta Sauces and Marinades - US - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the cooking sauces, pasta sauces and marinades market
- Shifts in sauce usage and exposure since the pandemic began
- Interest in sauces featuring flavors of international cuisines
- Attitudes toward sauces and marinades

Despite dramatic sales growth over the past two years (+23% in 2020, followed by a generally stagnant 2021), actual engagement with sauces and marinades appears lower virtually across the board. This suggests that category fans doubled down on their usage of sauces and marinades, but that brands were unable to find much of a new audience during the greatest short-term shift to at-home cooking in recent history. With concerning inflationary conditions, consumers likely will continue to opt for the usually more-affordable meal made at home, much of the time. Sauce and marinade brands still have the potential to reach this audience that is experiencing cooking fatigue and seeking options that ease the cooking process and that can help them emulate the flavors and dishes that they would likely prefer to have from a restaurant.

The pandemic precipitated an unprecedented shift to eating and preparing foods at home, yet coming out of the pandemic, consumers are also likely to seek food options with a BFY promise, which sauces can meet with added vitamins/minerals, fiber content or even ingredients that boost heart or gut health.

The usage of sauces and marinades is relatively common among older consumers, but younger adults – those who would seemingly get the most out of assistance with meal preparation and flavor introduction – are the least engaged, even during the height of cooking at home. Brands may well be missing the opportunity to establish a role in these younger consumers' cooking patterns.



“After a 2020 with unprecedented growth of 23%, sales of sauces and marinades essentially stagnated in 2021, though still 20+% ahead of their 2019 levels. Sales will correct in 2022, as consumers more fully return to dining out and pandemic restrictions abate.”  
**- Billy Robert, Sr Analyst – Food and Drink**

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