

Cooking Sauces and Pasta Sauces - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 on cooking and pasta sauces.
- Product innovation in the market.
- Interest in cooking/pasta sauces concepts.
- Consumers' behaviours and attitudes related to cooking and pasta sauces.

Many consumers see cooking/pasta sauces as part of their kitchen cupboards to fall back on; 73% of cooking/pasta sauce users like to have pre-made sauces to hand as a back-up to cooking a sauce from scratch. This points to their dependability as a key message for brands to leverage in marketing.

Although the lifting of COVID restrictions will see more consumers return to restaurants in 2022, the income squeeze will curb this. This will limit the decline in at-home cooking and in cooking/pasta sauces. The market can look to the long-term uptick in working at home as a new opportunity, many consumers welcoming sauces as a quick solution.

Consumer concerns and focus on health will continue to fuel interest in scratch cooking, which enjoys a strong healthy image. This will put ongoing pressure on prepared products to convince more people they can match scratch cooking on healthiness. Promisingly, healthier variants are widely welcomed, signalling scope for NPD to drive engagement and opportunities for products that already deliver on this to make more noise about their credentials.

The growing trend in meat reduction and plant-based diets presents first movers among cooking/pasta sauce with a big opportunity. While many products are in themselves plant-based, those actively positioning themselves as a source of meal inspiration for replacing meat with plant-based ingredients can steal a march among the large pool of meat reducers.



“As COVID restrictions lift and consumers return to workplaces and out-of-home leisure, at-home meals will be hit, including cooking and pasta sauces. The long-term shift to more working from home opens up everyday lunch as a new opportunity for the market.”

– Angharad Goode, Research Analyst, January 2022

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