

Condiments - US - 2022

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This report looks at the following areas:

- Condiment consumption
- Drivers of condiment purchase
- Health attributes sought in condiments
- Areas for condiment innovation
- Condiment behaviors
- Attitudes toward condiments

To sustain the sales growth found, gained, and partially sustained since 2020, brands will need to guide consumers to even more uses for condiments using contemporary media. Almost half of consumers indicate they use condiments/dressings/toppings as an ingredient when cooking, yet impulse purchase of condiments is a less common habit (just 27%), indicating that much of the time purchase of condiments is proportionate with tangible plans to use them. Guiding condiment users to new, fun and flavorful applications will be especially important as food prices remain high and, for many, cooking fatigue persists.

Unprecedented food costs will extend the shifts in consumer food spend to benefit the category, as some consumers will be compelled to economize by reducing non-essential expenses like dining out and continue to prepare more meals at home.

Still, brands will need to work to offset a less than healthy reputation. Nearly half of consumers aged 18-54 say most condiments are unhealthy; long ingredient lists may be the culprit. Still, the category's fundamental role is to enhance flavor and experience, and rather than abandon the category entirely, consumers would rather seek and even pay more for healthier options.

While there is a generational divide, versatility and health can be the connector. Younger adults' (under 45s) category participation lags well behind that of their older counterparts. Six in 10 of those aged 18-44 report they would



“Consumers are at a crossroads: grappling to balance new routines, with rising prices and eagerness to simply explore and indulge a little. 2022 is a good time for condiment brands to lay the foundation to further extend their pandemic gains while addressing challenges to the future market.”

– **Billy Roberts, Sr. Analyst – Food and Drink**

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pay more for more nutritious condiments and two thirds of 18-54 year olds would like to see more suggestions for using condiments in recipes, inspiring if not calling for brands to double down on a healthy dose of BFY innovation, recipe and meal planning inspiration.



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