Cooking Sauces, Marinades and Dressings - US - December 2013

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"While significant percentages of respondents report that healthful product claims can persuade them to choose one brand of cooking sauce, marinade, dry seasoning mix, or dressing over another, they may not always sacrifice flavor for healthfulness, suggesting that BFY brands should emphasize taste over health claims when marketing."
– John N. Frank, Food & Drink Reports

This report looks at the following areas:

- Can healthful product claims translate to more sales?
- Can marinades/sauces match the versatility of dressings?
- Can premium brands foster more usage?

The US cooking sauces, marinades, and dressings market has experienced steady growth between 2008 and 2013, driven by economic factors that have consumers cooking at home more often to save money, as well as by cooking trends, and is expected to continue increasing at this pace into 2018. However, the market faces competition from restaurants, as well as from prepared foods that come with sauce or is already marinated. This report focuses on these factors and provides analysis of the following:

How the dry sauces segment leads the market and how the liquid sauces segment is outpacing all others

The competitive landscape and how four top companies outsell the remaining leading players

Innovations in the market that keep users interested and could help expand their product repertoires

The marketing strategies of the leading brands

This report also features examination of the results of Mintel's exclusive consumer survey, focusing on usage, the influence of product claims, consumers' preferred flavors, and motivations to purchase; as well as analysis of Experian Marketing Services' national consumer survey.

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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