

Cooking Sauces, Pasta Sauces and Stocks - UK - January 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Although chilled cooking sauces are an established part of the market, their use continues to lag behind that of ambient ones. While the price premium of chilled sauces is curbing uptake, lack of variety in the segment, heavily geared towards pasta sauces, also seems to play a role.”
 – Colette Warren, Food and Drink Analyst

This report looks at the following areas:

- Scratch-cooking continues to pose a threat to cooking sauces
- Interest in wider ranges in chilled sauces
- Reliance on established occasions hamper stocks

Ambient wet cooking sauces continue to dominate the market, however, the sales decline witnessed in 2013 is estimated to continue in 2014. The lacklustre performance of the pasta market and the warm weather seen through much of 2014 have likely curbed demand.

The market faces intense competition from scratch cooking. A quarter of people cook sauces from scratch at least once a week, the interest fuelled by perceptions of scratch-cooked sauces as better for you and tastier than shop-bought ones. It remains to be seen whether the recipe base products entering the market in 2014 can win over scratch cooks with their proposition of convenience, transparency and scope to tailor the dish.

While stocks and gravy remain menu staples, only a minority of users use stocks in multiple ways. Given Brits' love of variety and newness on their menus, a reliance on traditional uses puts the segment in a potentially risky position. The interest among younger consumers in stocks made for ethnic dishes and gravies made for foods other than roasts or sausages suggests scope for NPD (New Product Development) to support usage.

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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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