

Cooking Sauces and Pasta Sauces - UK - December 2019

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“Cooking/pasta sauces are only used as an emergency meal solution by half of users, but need to appeal beyond this. To increase usage, brands need to emphasise being a short cut for sauces hard to make at home, offer more variety in ethnic sauces, and promote healthiness, naturalness and authenticity. The meat-free meal trend also represents an opportunity for cooking sauces.”

- **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- Elevating convenience will help increase usage frequency
- Meat-free trend an opportunity for cooking/pasta sauces
- Authenticity a good focus for adding value in cooking sauces

After a long period of declining sales, cooking sauces bounced back in 2019, with sales estimated to increase by 4.5% to £815 million. Strong demand for convenience as well as interest in world cuisines put cooking and pasta sauces in a good position to consolidate 2019's return to growth.

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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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The implications

Authenticity a good focus for adding value in cooking sauces

The facts

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Cooking sauces well placed to increase sales

All segments of ambient and chilled sauces see growth

Strong demand for speed/convenience in cooking

Need to position cooking sauces as scratch cooking

World cuisines a big driver of sales of cooking sauces

Pasta, rice and noodles are key accompaniments

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World cuisines a big driver of sales of cooking sauces

Pasta, rice and noodles are key accompaniments

Cooking sauces need to respond to meat-reduction trend

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Cooking sauces must respond to strong interest in healthy eating

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Decline projected in some core younger user groups

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