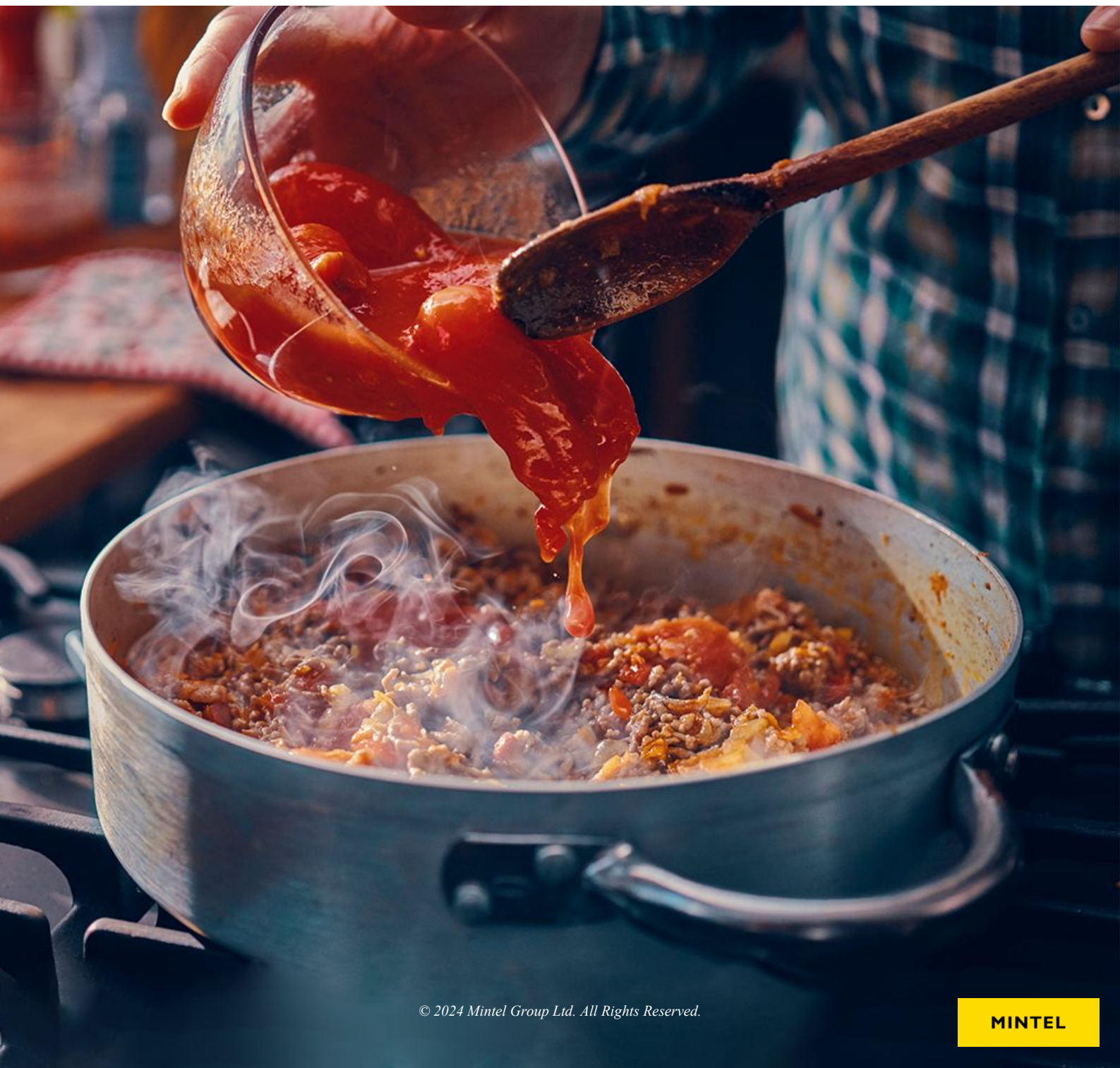


# A YEAR OF INNOVATION IN COOKING SAUCES & SEASONINGS, 2023

Innovation in cooking sauces and seasonings is addressing the consumer need for affordable, diet-friendly and sustainable options.



Mikolaj Kaczorowski,  
Innovation Analyst



# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Cooking and Pasta Sauces

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: inflationary pressures prompt sauce brands to strengthen focus on value-for-money features

- Consumers expect to buy more private label groceries as food prices soar
- Both branded and private-label sauces have seen significant price rises
  - Graph 1: cooking and pasta sauce launches by average price per 100ml/g, private label vs branded, 2018-23
- Brands are justifying their premium pricing with convenient formats
- Private labels reinforce their value proposition with upcycled ingredients, chef recipes and convenient formats

### Europe: producers of cooking sauces and seasonings address consumer interest in more-natural offerings

- Natural and additive-free sauces and seasonings are in demand
- Organic is fuelling the growth of natural claims in sauces and seasonings
  - Graph 2: cooking sauces and seasonings launches, by select natural claim, 2018-23
- Organic brands highlight recipes free from artificial additives and flavour enhancers

## The Middle East & Africa (MEA)

- Cooking sauces and seasonings brands tap into local cuisines

## ASIA PACIFIC (APAC)

### Asia: sustainable claims continue to increase in cooking sauces and seasonings

- Consumers are willing to pay more for sauces with sustainable packaging
- Eco-friendly packaging claims are slowly growing in Asia
  - Graph 3: cooking sauces and seasonings launches, by share of select claims, 2018-23
- Brands highlight ethical and sustainable commitments

### Asia: the internet is a growing source for recipe inspiration

- Video platforms and social media are a haven for recipe ideas
- Cooking sauces and seasonings brands are flagging up social media links
  - Graph 4: cooking sauces and seasonings launches, by share of social media claims, 2018-23
- Brands are using social media to guide consumers to additional recipes

# A year of innovation in cooking sauces & seasonings, 2023

---

## Australia & New Zealand

- Stock and seasoning brands are shifting to more-sustainable packaging
- Brands are helping consumers to speed up and simplify meal preparation

## THE AMERICAS

### North America: brands are highlighting the versatility of sauces and seasonings for a multitude of culinary uses

- Consumers seek sauces and seasonings that have a variety of uses
- On-pack serving and recipe suggestions are in decline
- Brands are dialing up the versatility of cooking sauces and seasonings

### North America: consumers' evolving dietary needs are shaping innovation

- Cooking sauces and seasonings brands acknowledge the diversity of consumers' dietary needs
- 'Suitable for' claims have seen recent growth
  - Graph 5: cooking sauces and seasonings launches, by select claims, 2018-23
- Cooking sauces and seasonings brands are meeting consumer demand for plant-based, keto and allergen-free options
- Brand renovation/innovation: Cracker Barrel launches a range of cheese sauce kits

### Latin America

- Latin America is ripe for greater diversity in sauce flavours
- Tomato-flavoured sauces dominate Latin America more than other regions
- Brands are moving beyond tomato-based cooking sauces

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850