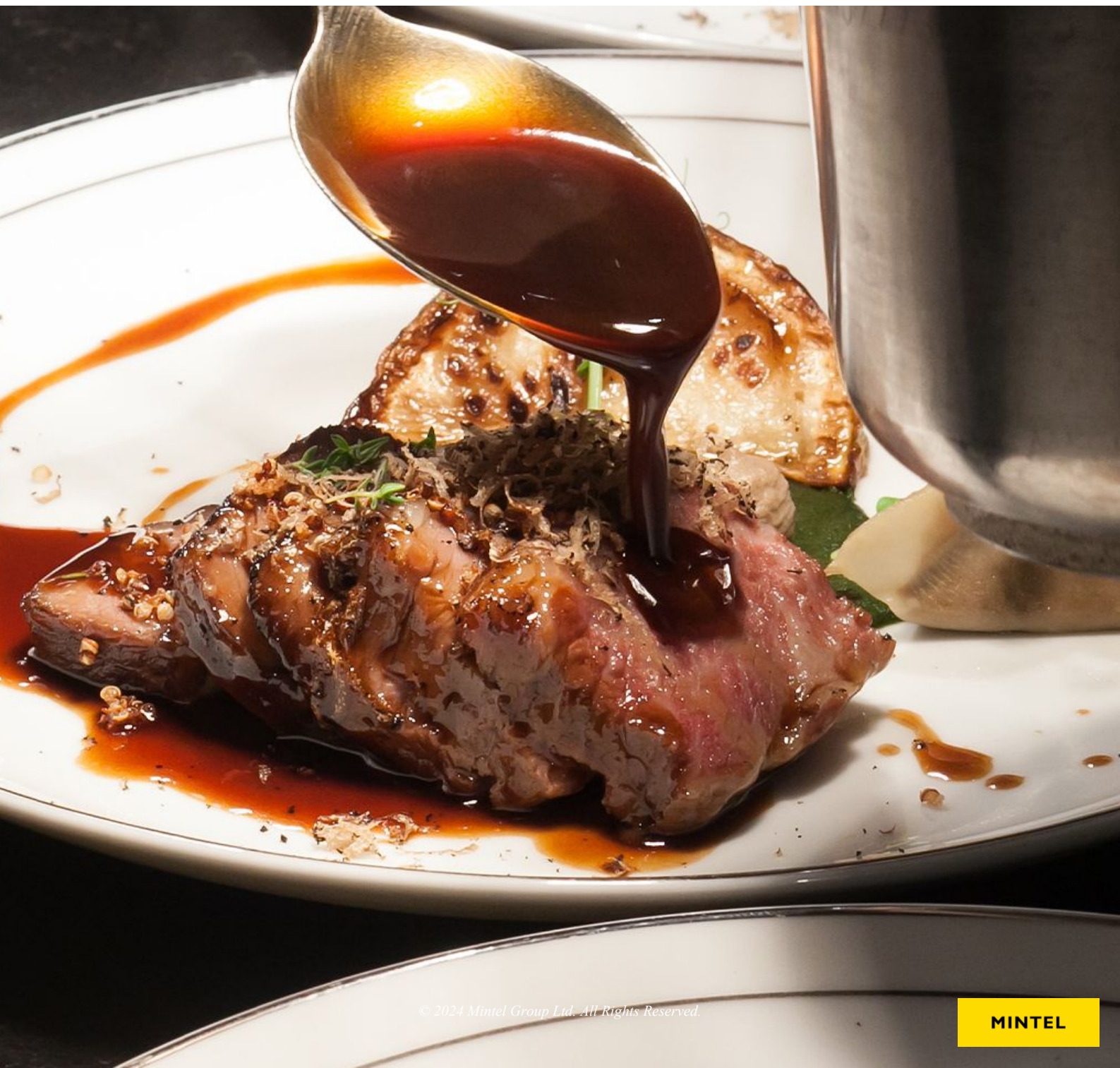


A YEAR OF INNOVATION IN COOKING SAUCES & SEASONINGS, 2024

Convenience claims are inspiring cooking sauce and seasoning innovation. Vegan and natural claims are also inspiring launch activity.



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, 2024

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: vegan innovation gains traction in cooking sauces

- Vegan cooking and pasta sauces can feature in both vegan and omnivore diets
- Vegan claims are growing in cooking sauces and seasonings
 - Graph 1: cooking sauces and seasoning, by share of select claims, 2019-24
- Added plant proteins help these vegan sauce options stand out
- Meat flavoured vegan and plant-based stocks record launch activity growth

Europe: stock brands are embracing liquid formats

- Consumers like to prepare meals from scratch
- Liquid stocks continue to gain launch share
 - Graph 2: stock launches, by share of format, 2019-24
- Liquid stocks cater to a diversity of recipe needs and cuisines

The Middle East & Africa (MEA)

- Cooking sauce brands are keen to highlight their flexibility of uses

ASIA PACIFIC (APAC)

Asia: cooking sauce and seasoning brands dial up convenience qualities

- Busy consumers are keen to simplify meal preparation
- Microwaveable claims are growing in cooking and pasta sauce launches
 - Graph 3: cooking and pasta sauce launches, by share of microwaveable claim, 2019-24
- Japan is a haven for quick and convenient microwaveable sauces
- Stock brands offer consumers convenient seasoning options

Asia: MSG is a popular flavour enhancer in cooking sauces and seasoning launches in Asia

- Consumers are reducing their use of MSG
- MSG use has been growing in cooking sauces and seasoning launches in Asia
 - Graph 4: cooking sauces and seasonings launches, by share of monosodium glutamate as an ingredient, 2019-24

A year of innovation in cooking sauces & seasonings, 2024

- Although MSG is growing in cooking sauce and seasoning launches, brands are keen to highlight MSG-free recipes
- Brand renovation/innovation: Pulmuone teams up with Barilla to launch quick and convenient pasta and sauce combos

Australia & New Zealand

- Brands are keen to promote locally sourced ingredients and local production

THE AMERICAS

North America: natural cooking sauce launches are declining in North America

- Consumers want reassurance about the naturalness of recipes
- Natural claims are declining in cooking and pasta sauce launches
 - Graph 5: pasta and cooking sauce launches, by share of select natural claims, 2019-24
- Cooking sauce brands call out minimal ingredients lists, small-batch manufacturing and organic ingredients

North America: relatively few brands are calling out the texture of sauces

- Textures can help elevate cooking and pasta sauces
- Mentions of textures are niche on pasta and cooking sauce packaging
 - Graph 6: cooking sauce launches, by share of top 3 textures, 2023-24
 - Graph 7: pasta sauce launches, by share of top three textures, 2023-24
- Sauce brands highlight crumbly, creamy and chunky textures

Latin America

- Vegan pasta and cooking sauces continue to grow in Latin America
 - Graph 8: pasta and cooking sauce launches, by select claims, 2019-24
- Cooking sauce brands primarily stick to tomato-based options when it comes to vegan offerings

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