Innovation in table sauces is pivoting around exotic flavour combinations. Natural, convenient and vegan qualities are also featuring prominently among launches.

Amrin Walji, Senior Innovation Analyst
A year of innovation in table sauces, oils & seasonings, 2023

Report Content

• What we have seen
• Our pick of the most innovative launches in this review
• Other innovative launches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: consumers are keen to experiment with innovative flavours
• Consumers are willing to pay more for innovative flavours
  - Graph 1: table sauce launches, by share of top 10 flavour components, 2021-23
• Table sauce brands are launching intriguing flavour combinations to keep consumers engaged and excited
• Brand renovation/innovation: Ed Sheeran teams up with Kraft Heinz to launch his own Tingly Ted hot sauce

Europe: sustainability claims grow among cooking oil launches
• Consumers will be forced to make more sustainable choices
  - Graph 2: cooking oil launches, by share of select ethical and environmental claims, 2019-20 vs 2022-23
• Olive oil producers highlight sustainability initiatives on-pack

The Middle East & Africa (MEA)
• Fruity notes are gaining traction among table sauce launches in MEA

ASIA PACIFIC (APAC)

Asia: vegan claims rise among table sauce launches
• Consumers show interest in vegan-friendly table sauces
• Consumers show interest in vegan friendly table sauces
• Vegan condiments promise zero compromise on taste or quality

Asia: seasoning brands elevate the taste experience of in-home meals
• Compound seasonings offer consumers easy solutions when cooking authentic meals at home
  - Graph 3: seasoning launches, by share of select convenience claims, 2019-23
• Seasoning innovation helps Asian consumers to recreate restaurant-style dishes at home

Australia & New Zealand
• Craft vinegars and dressings are gaining popularity in Australia and New Zealand
THE AMERICAS

North America: less-processed and more-natural table sauces are in demand
- Condiment users perceive natural flavours and organic ingredients as premium indicators
  - Graph 4: table sauce launches, by share of select natural claims, 2021-23
- Table sauce brands promote different aspects of natural recipes

North America: consumers' need for convenience inspires innovation in cooking oils
  - Graph 5: cooking oil launches, by share of convenience claims, 2019-23
  - Cooking oil launches offer convenience and versatility

Latin America
  - Graph 6: launches of table sauces, mayonnaise, dressings & vinegars, by share of top 10 flavour component, 2021-23
  - Sauce brands put a new twist on popular favourites