

THE FUTURE OF COOKING AND PASTA SAUCES: 2021

Cooking and pasta sauces have renewed interest amongst consumers – demanding heightened convenience, more sustainable values and intense flavours.



Chris Brockman, Director of Food & Drink Content, EMEA



Report Content



- Listen to our Global Food and Drink Analyst Ed Bergen talk you through the key stories from this report
- The now, the next and beyond

WHERE WE ARE NOW

- What we have seen
- Our analyst picks for 2020 sauces innovation

IN THE NEXT TWO YEARS

- Mintel's perspective

At-home convenience offers new opportunities

- Cooking sauces will react swiftly to changes to cooking behaviours
 - Graph 1: consumers who plan on making more home-cooked meals post-COVID-19, July 2020
- Multi-step processes could redefine the cooking sauce and stock space
- Cooking sauces and stocks will react to new kitchen appliance ownership
 - Graph 2: ownership of small kitchen appliances, August 2020
- New appliances offer new routes to innovation

Flavour intensity will drive new innovation

- Consumers are more likely to try something new if the change is small
- Sauce brands should focus on strong and intense, rather than 'new'
- The fifth taste, umami, can finally break into the mainstream, but it needs some clear 'marketing'
- Brands can use a varied approach to market savoury flavours

Get ready for 'level two' sustainability

- Consumers are demanding more sustainability developments from food and drink brands
 - Graph 3: consumer* sustainability aspirations, July 2020
- Cooking sauces are failing the sustainability test
 - Graph 4: sustainability claims in launches of cooking sauces, pasta sauces and stocks, 2018-20
- Brands need to take a more holistic approach to sustainability and sourcing
- Sustainability is just as much about the people as it is about the land
 - Graph 5: consumer expectations of corporate responsibility, February 2020

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Sauces and stocks are missing the opportunity to offer functional benefits
 - Graph 6: cooking and pasta sauce and stocks launches, by claim category, % share of launches, 2016-20
- Fortification offers sauces 'new' space to grow
- Direct-to-consumer will take share from traditional retail via 'impulse' shoppers
- Personalisation can be achieved via made-to-order sauces

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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