

THE FUTURE OF COOKING AND PASTA SAUCES: 2022

Sauces boomed during the pandemic but must democratise sustainability and offer authentic flavour adventure to win in the next five years.



Ayisha Koyenikan,
Director - Mintel Food &
Drink



Report Content



- Meet Mintel's global cooking and pasta sauce expert
- The now, the next and beyond

WHERE WE ARE NOW

- Increased home cooking and well-stocked cupboards during the pandemic favoured sauces initially
- Brands bet on naturalness and healthfulness as sales show signs of normalisation
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Inflationary pressures will drive consumer behaviour

- Rising inflation will force consumers to adopt savvy shopping habits again
 - Graph 1: most likely behaviours for consumers trying to save money on food and drink, 2021*
- There will be opportunities to trade consumers up as well as down
- Private labels will premiumise with provenance and partnerships
- Versatility is as important as price in the sauce value equation
- Maximise the homemade lunch opportunity
- Appeal to urban consumers with foodservice fakeaway shortcuts
- Sauce and stock brands across Asia bring restaurant flavours into the home

Brands must both be, and help consumers to be, sustainable

- Consumers will challenge brands over ethical and environmental commitments
 - Graph 2: selected attributes worth paying more for in seasonings and stocks, 2020
- There is a disconnect, however, between ethical aspirations and actions
- Brands must build in consumer benefits to justify higher spend on sustainable pack options
- Gousto offers elevated convenience alongside environmental benefits with edible stock cube packaging
- Become home cooks' indispensable helper in creating meat-free family meals
- Help consumers upcycle, but don't assume their intentions are solely altruistic

Brands have a mandate to be bolder with flavour

- Consumers will seek transportative sauce flavours
- Encourage trial amongst less-engaged young sauce users with international flavours
 - Graph 3: "A wider range of sauces from unique international cuisines would encourage me to use cooking sauces more", by generation, 2021

The Future of Cooking and Pasta Sauces: 2022

- Collaborate with experts to create the authentic recipes young consumers seek
- Appeal to all demographics with regional flavour exploration
- Brands and private labels explore regional flavours in sauce innovation
- Allow consumers to customise flavour intensity for broader appeal

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Sustainability 2.0: beyond vague promises, add accountability with third-party verification or measurements
- Sustainability 2.0: centre innovation around ingredients that actively give back to the planet
- Salt-reduction efforts must be redoubled ahead of the 'next pandemic'
 - Graph 4: penetration of low/no/reduced sodium claims in stocks and cooking/pasta sauce innovation, 2017-22
- Salt-reduction efforts will propel the terms 'umami' and 'kokumi' into the consumer lexicon
- Sauces could prove an entry point for cell-based meat

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Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
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