

# THE FUTURE OF COOKING & PASTA SAUCES: 2023

Maintain relevance with a laser focus on proving value, a broader view of healthy options and a new perspective on lunch at home.



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# Report Content



- Meet Mintel's cooking and pasta sauce expert
- Now, next and beyond

## WHERE WE ARE NOW

- Brands must ringfence their USPs as private labels gain ground
  - Graph 1: consumer agreement with the statement "financial concerns have made me switch from branded cooking sauces to private label ones in the last three months", 2022
- Sauce brands have permission to be playful
- Cooking and pasta sauces: what we have seen

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Prove value to cash-strapped consumers

- Brands will show empathy and prove value via energy-saving products
  - Graph 2: consumer agreement that energy saving is an environmental/social issue that they are most interested in, 2022\*
- All-in-one and passive cooking messages will find new relevance – especially with Gen Z
- Struggling consumers will seek sauces that need no added ingredients
  - Graph 3: cooking/pasta sauce consumers who would like to see more cooking/pasta sauces that don't require the addition of more ingredients, by financial status, 2022
- Bulk out sauces with satiating plant-based ingredients
- Premium sauce brands will use foodservice as their value benchmark
  - Graph 4: consumer agreement that when trying to save money on food and drink, they are most likely to reduce the amount of food/drink bought out of home, 2022
- Premier Foods launches "best restaurant in town campaign", taking on both foodservice and private label

### Defend against scratch cooking with healthy sauces

- Improved health credentials will be needed to fend off losses to home cooking
- Packaged sauces have an image problem when compared with homemade options
  - Graph 5: "Healthy", 2022
  - Graph 6: "Artificial", 2022
- Healthy sauce innovation will broaden to encompass more positive and functional health benefits
  - Graph 7: pasta and cooking sauce innovation with claims in selected health claim categories\*, 2013-23

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- Leggo's Australia focuses on fiber with the launch of Eat Well pasta sauces
- Call out the inherent goodness of ingredients to meet natural and clean label aspirations
- Semi-scratch cooking pastes and kits can fuse convenience and naturalness

## Hone in on home lunch opportunities

- Lunch is a growing opportunity within the sauce category
  - Graph 8: index of penetration of pasta and cooking sauce launches where the word "lunch" appears on pack, 2013-23
- Time is of the essence for lunch at home
- Don't assume consumers know that sauce solutions are speedy
  - Graph 9: pasta and cooking sauce innovations with a time/speed claim, 2013-23
- Showcase the versatility of cooking sauce in lunchtime applications
  - Graph 10: selected applications for cooking sauces in meals in the last six months, 2022
- Showcase the versatility of cooking sauce in lunchtime applications
- Reviving leftovers is a missed lunchtime opportunity in sauces

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Sugar reduction efforts could see monk fruit grow in premium, natural sauces outside Europe
- Frozen sauce will find favor with young consumers
- Social media trends will rip up the rule book on traditional innovation timelines

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