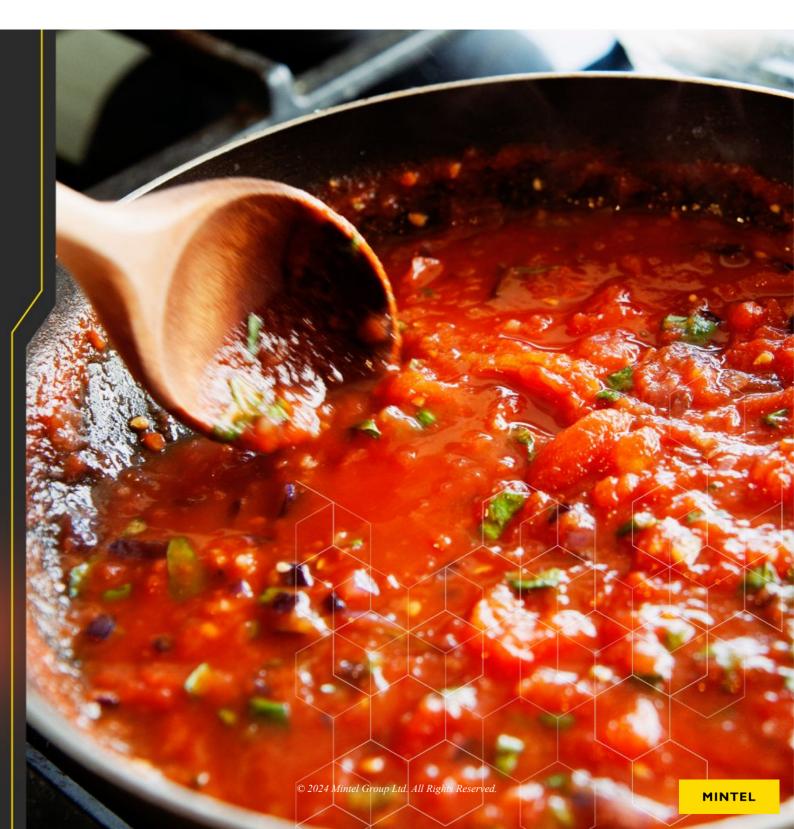
THE FUTURE OF COOKING & PASTA SAUCES: 2023

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





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

The Future of Cooking & Pasta Sauces: 2023

- · 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

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent (See Research Methodology for more information).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at http://www.mintel.com/terms

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
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