

# THE FUTURE OF COOKING/ PASTA SAUCES AND STOCKS: 2019

Global Annual Review: what's now and what's next for the cooking sauce, pasta sauce and stock markets.



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# Report Content

- A look back, and a look ahead

## THE BIG STORIES

- Mintel's perspective

### Sauces target vegan 'comfort' food

- Sauces designed for plant-based ingredients
- Vegan needs to tap into comfort foods
- The Cheap Lazy Vegan: YouTube channel offers vegan sauce inspiration

### The FODMAP sauce

- Meeting the requirements of the FODMAP diet
- Brands need to do more to educate what FODMAP is
- Majority of FODMAP brands use the claim as key marketing slogan

### Private label steps up its game

- Private label proves it can compete with brands
- Ethnic flavours becoming more specific amidst highlighted quality
- Seasonality becoming key to private label innovation

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Ramen in retail

- Ramen has become a worldwide phenomenon
- Ramen must move away from instant meal format
- Move Ramen away from instant noodles

### At home chef school, for kids

- Kids' cooking capabilities should be a focus
- Blue Apron partners with Masterchef Junior USA to inspire young home cooks
- Parents concerned by fussy children

### Light, buttery and just a touch

- Simple sauces would appeal to pasta lovers
- Butters and oils should blur into pasta sauces

# The Future of Cooking/Pasta Sauces and Stocks: 2019

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- Perfect for Ravioli

## In five years and beyond

- Mintel's perspective
- The next generation of convenience
- Automated shopping changing the face of retail
- Cooking sauces and kits will benefit from direct sales

## KEY MARKET DATA

- Cooking Sauces: volume sales, top five markets
  - Graph 1: Global, cooking sauces, volume sales (000 tonnes), top five markets, 2018 (est)
- Cooking sauces, pasta sauces and stocks, top flavours
- Top 10 countries, new product launches
- Top 10 countries, new product launches
  - Graph 2: top 10 markets for launches of cooking sauces, pasta sauces and stocks, 2018



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