

# THE FUTURE OF TABLE SAUCES, SEASONINGS AND OILS: 2019

Global Annual Review: what's now and what's next for the table sauces, seasonings and oils market.



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# Report Content

- A look back, and a look ahead

## THE BIG STORIES

- Mintel's perspective

### Maintream brands, and their incubators

- Incubators allow mainstream brands to keep up with the trends
- Springboard allows Kraft Heinz to explore new areas
- New York-based food accelerator Food-X offers a boost to startups

### Blends from the streets

- Street food, a buzzword for flavour
- Schwartz targets street food spices at young cooks
- Seasoning blends to watch out for
- Spice blends are a simple entry point into street food dishes

### The in-home burger occasion

- Young consumers search for more exciting burger condiments
- Burger-targeted sauces are in various forms
- Williams Sonoma Burger Booster Roasted Garlic Caramelized Onion Burger Filling
- Sauces for vegan burgers would be welcomed

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Japanese revolution

- Buildup to Japan Olympics 2020 offer opportunity for Japanese cuisine
- Japanese 'dude food' should look to retail, but may need to simplify
- Japanese sauces and oils could consider a more mainstream image

### Sensational sambals

- Hot flavours still have massive appeal, especially among young consumers
- The Indonesian/Malaysian chilli condiment: the sambal
  - Graph 1: flavour components of 'sambal' in product descriptions in table sauce launches, 2016-18
- Sambals can inspire a new range of 'spicy' condiments

## From mayos to mustards

- Mustard needs to change its image among young consumers
  - Graph 2: selected spreads that consumers find appealing when buying a sandwich, sub or wrap, 2018
- Three ways to evolve the mustard category...
- Expanding the perceptions of mustard

## FIVE YEARS AND BEYOND

- Mintel's perspective
- The future is in tribes
- Food We Feast – where "food meets pop culture"
- Tribalism could be the bane of mainstream brands
- Kraft Heinz partnership Primal Kitchen offers insight into the future

## KEY MARKET DATA

- Cooking & edible oils: per capita consumption, top five markets
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  - Graph 3: cooking & edible oils, per capita consumption, top five markets, 2018 (est)
- Cooking & edible oils: volume sales, top five markets
  - Graph 4: cooking & edible oils, volume sales (000 tonnes), top five markets, 2018 (est)
- Table sauces: per capita consumption, top five markets
  - Graph 5: table sauces, per capita consumption, top five markets, 2018 (est)
- Table sauces: volume sales, top five markets
  - Graph 6: table sauces, volume sales (000 tonnes), top five markets, 2018 (est)
- Table sauces, mayonnaise, dressings & vinegar, oils and seasonings, top flavours
- Top countries, new product launches
  - Graph 7: top 10 markets for launches across dressings & vinegar, seasonings, pickled condiments, oils, table sauces, mayonnaise, 2018
- Table sauces, mayonnaise, dressings & vinegar, oils and seasonings, launch type
  - Graph 8: launches of dressings & vinegar, seasonings, pickled condiments, oils, table sauces, mayonnaise by launch type, 2018

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