

The Grocer

Focus On: Cooking Sauces

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Online Listicle to go live on 1st February: What are the main innovations & how are they shaping the market

The Story

Gone are the days when a cooking sauce was simply a jar to slosh over your stir fry. Today, the very definition of a cooking sauce is changing. Rather than simple one-step jars, consumers are favouring options that offer more of a cooking experience including everything from meal kits to 'two-step' sauces and pastes. So who are these products catering for? Are any cuisines proving particularly popular? And how are brands getting involved?

Key themes:

Sauce formats: Is the standard jar of sauce falling out of favour? What is the appeal of meal kits and pastes?

Cuisines: Kantar data shows there is smaller growth to be had in Indian, Tex Mex, Italian and Oriental cuisines. Less familiar cuisines, however, are pulling in the punters. Which are proving particularly popular?

Brands versus own label: Supermarkets have reacted quickly to cooking sauce trends with innovative additions to their ranges. Perhaps as a result, own label sales are up. Brands, however, are suffering a dip in value. Why is this and how are they reacting to changes in the market?

Kantar data: The factors behind the rise and decline of different cuisines in the market, as well as the changing dynamic of brands versus own label.

Nielsen data: The factors behind the rise and decline of the top 10 cooking sauce brands.

4 x innovations: Four new products or product ranges that have ideally not appeared in The Grocer before including launch date, RSP and picture of each.