



The universal appeal of mayonnaise

Mayonnaise remains the UK's favourite condiment. Currently worth over £232m¹, it is the most purchased table sauce – making up 25% of total category purchases².

The versatility of mayonnaise makes it a staple that is purchased all year round, but retailers can also expect further spikes in sales during key occasions, such as the BBQ season and Veganuary.

Positive sales performance

During the pandemic, the demand for mayonnaise changed significantly, with sales soaring as shoppers spent a lot more time at home. As expected, sales are plateauing as the nation returns to normality and people enjoy eating out again.

However, sales remain ahead, up 13% compared to pre-pandemic figures³, and this is being driven by more flexible working practices which mean people are continuing to eat more

meals at home compared to pre-pandemic.

Hellmann's on top

Commanding a leading 50.5% market share of the total mayonnaise category⁴, at Hellmann's we pride ourselves on generating growth in the condiments category by adding value through our use of high-quality, sustainably sourced ingredients, innovative new lines that meet specific consumer needs and recipe inspiration.

Hellmann's mayonnaise is present in almost every second household across the country.

With over half of shoppers having a brand of table sauce in mind before they enter the store⁵, retailers can increase sales by stocking the nation's favourite brand, Hellmann's.

¹ Nielsen, Total Coverage including Discounters, Dressings, MAT to 23.04.22; ² Nepa Consumer Science, Table Sauces in the UK, 7 Oct 2021;

³ Nielsen, Total Coverage Including Discounters, Mayonnaise, MAT to 26.03.22; ⁴ Nielsen, Total Coverage including Discounters, Mayonnaise, Value share, MAT to 23.04.22; ⁵ Nepa Consumer Science, Table Sauces in the UK, 7 Oct 2021

Dressings: category breakdown



Source: Nielsen, Total Coverage including Discounters, Dressings, MAT to 23.04.22

Hellmann's mayo is present in almost every second household up and down the country



Source: Kantar, MAT to May 2022

MASTERCLASS

CONDIMENTS



Condiment trends

Shaping investment and the innovation pipeline

At Hellmann's, we constantly analyse market trends and listen to our shoppers to keep one step ahead. We've identified four top consumer trends that have helped shape our innovation pipeline and investment.

Dial up the flavour

Flavoured mayonnaise is a key growth driver in the category. Many turned to it as a way of bringing added flavour and excitement to everyday meals during lockdown and the trend is continuing⁶. Garlic and chilli sauce varieties now account

for 82% of the flavoured mayo market⁷, and Hellmann's has taken the No.1 spot in Garlic Mayonnaise⁷. This spring, we responded

to the growing demand for flavoured mayo with our Gravy Flavoured Mayonnaise and Jubilee-inspired Coronation Mayonnaise. The launch combines new flavours with the creamy taste of Hellmann's.

Tap into plant-based

With one in five UK households now having at least one member who is looking to avoid or reduce meat⁸, the plant-based market is continuing to boom. Shoppers want great-tasting sauces and condiments to fit in with their lifestyle and dietary preferences without any compromise.

Vegan mayonnaise is driving substantial growth for total mayonnaise, with value growth up 12.2% and volume growth up 16.6%⁹. There is one driving force in this sector – our very



own Hellmann's Vegan Mayo, which has become the biggest innovation in the category¹⁰, with a leading market share of 53.4%¹¹. Since then, we've added three popular flavours – Baconnaise, Chipotle and Garlic – to respond to growing demand for flavoured plant-based options.

Offer versatility

Shoppers want versatile condiments that can be used across a wide range of dishes¹² – saving valuable space in fridges. We revamped our range of salad dressings (including adding new flavours), so shoppers can use them in a wider variety of dishes beyond salad – be it for dipping, drizzling, or dressing.



Know your occasions

The table sauces category experiences a significant uplift in sales during summer and across the BBQ season.

In the summer of 2021, British consumers enjoyed a staggering 94 million BBQs, up from 88 million pre-pandemic¹³, with nearly half (40.4%) of those occasions including dressings¹⁴, and we expect the trend to continue.



⁶ SAM, Week 7-8, Qual Headlines, Fri, June 12, 2020;
⁷ Nielsen, Total Market incl. Discounters, Garlic flavoured mayo, Sales Value, MAT to 23.04.22;
⁸ Kantar, Diets of Britain LINKQ Survey, Oct 2020, 52 w/e 26.12.21; ⁹ Nielsen, Total Coverage incl. discounters, Vegan Mayo, MAT to 26.03.22;
¹⁰ World Panel On-line, 52 w/e 26.01.20;
¹¹ Nielsen, Total Coverage incl. Discounters, Vegan Mayonnaise, Value share, MAT to 23.04.22;
¹² Kantar, Total Market, Ambient Salad Dressings, L52W 23.01.22; ¹³⁻¹⁴ Kantar, Usage GB, Dec 2021



MAKE TASTE NOT WASTE

WE'RE ON THE SIDE OF FOOD



Sustainability and purpose

Mission to help reduce waste and save money

Interest in ethics and sustainability takes many forms, but we continue to see particularly high levels of shopper interest and engagement around reducing plastic packaging usage and tackling food waste.

Sustainable packaging

Eighty-four per cent of shoppers claim packaging made with recycled plastic is an important attribute in purchase decisions¹⁵, while 78% of consumers globally admit to feeling better after buying products that are sustainably sourced or better for the environment¹⁶.

Back in 2017, Unilever announced a plan to ensure that, globally, all its plastic and packaging would be fully reusable, recyclable, or compostable by 2025. Over 40% of the Hellmann's portfolio has already moved to recycled plastic. The Hellmann's Real Mayonnaise range has moved

to 30% recycled plastic and will switch to 100% as soon as possible – ultimately saving around 1,480 tonnes of virgin plastic every year.

Research tells us 6m tonnes of food is thrown away each year¹⁷, 4.5m tonnes of which could have been eaten¹⁸. Yet, 76% of people want to use up

leftovers and 68% are planning meals to reduce waste¹⁹.

We're on a mission to help households across the UK cut down on food waste and save money by providing them with simple hacks and tips to get the most out of what's in their kitchen cupboards via our 'Make Taste Not Waste' campaign. In

May 2021, we joined forces with Channel 4 to create the UK's first sustainability focused branded entertainment show, featuring chefs Prue Leith and Dr Rupy Aujla who provided recipes and money-saving hacks.

As we enter a cost-of-living crisis this year, we are partnering with MOB to launch Fridge Night – a concept where, one night a week, shoppers use leftover food and transform it into a tasty dish.

We've also teamed up with WRAP's Guardians of Grub campaign to launch a new online platform supporting operators in the hospitality and foodservice sector to reduce wasted food and save money.

Tackling food waste

6m

tonnes of food is thrown away each year¹⁷, 4.5 million tonnes of which could have been eaten¹⁸

76%

of people want to use up leftovers and 68% are planning meals to reduce waste¹⁹

1/3

of food produced globally is wasted²⁰

1 in 6

shopping bags of food are thrown away²¹

¹⁵ Nielsen Homescan Survey March 2021, Sustainability Segmentation Data: ©NMI, 2021;
¹⁶ People and the USLP Internal Research – Stop Gap – Europanel + Flamingo – People that answered 6+ (out of 10) from markets: UK, US, BR, India, Turkey – average % across markets;
¹⁷⁻¹⁸ WRAP, Food surplus and waste in the UK, January 2020; ¹⁹ Nielsen Homescan Survey March 2021, Sustainability Segmentation Data: ©NMI, 2021; ²⁰⁻²¹ See 17+18



Insights for retailers

How Hellmann's is making a difference

Hellmann's continues to add value and drive growth in the sauces and condiments category through:

- **Meeting consumer needs**

At Hellmann's we provide retailers with a product for every occasion. It's important to offer shoppers choice, which is why our portfolio includes a range of mayonnaises that suit varying needs and each plays a different role in the category – whether that be light, vegan, classic or flavoured. We want everyone to be able to enjoy the nation's most loved mayonnaise.

- **Cross-merchandising**

Making the shopping experience as convenient as possible is crucial to boosting retail sales. Placing Hellmann's products with BBQ staples such as burgers, chicken and salad can help drive additional sales across the summer. Another key moment for retailers to benefit

from cross-merchandising is in the lead-up to Veganuary, with many shoppers looking to make simple plant-based switches, such as table sauces.

- **Supporting retailers on HFSS**

While table sauces and condiments currently aren't included in the scope of the upcoming high in fat, sugar and salt (HFSS) legislation, we still have a role to play. Between now and when the legislation comes into place, changes to supplier ranges will evolve, while decisions on merchandising and in-store layout will need to be made.

Retailers will be thinking about how they can fill shelf space once the rules are in force. As a brand with a household penetration of 47.6%²² – there is an opportunity for Hellmann's to fill shelf space, such as gondola ends with healthier options, too, such as our Real Mayo, Light and Lighter than Light.



- **Offering tactical POS**

It's important that retailers maximise the opportunity to use Hellmann's branded POS in-store throughout the year. In 2021, we landed over 8,000 Hellmann's branded merchandising shippers in-store, enabling us to drive shopper engagement with the category and boost spend for retailers. This year, we will support BBQ sales through shippers and shopper materials across thousands of stores nationwide.

- **Driving usage occasions**

Tapping into non-conventional meal occasions is key to driving category growth for mayonnaise. Through our 'Make Taste Not Waste' campaign, we show shoppers that Hellmann's can be enjoyed beyond sandwiches and incorporated into a wide variety of dishes at lunchtime and dinner, helping them use up what they have in their fridges and save money while growing the number of usage occasions.

We're also building on this notion with our revamped range of salad dressings, which lend themselves to a wider variety of dishes – whether for dipping, drizzling, dressing, or even to bring excitement when using up leftovers in the fridge.

To discover more about Hellmann's please visit www.hellmanns.com

²² Kantar, MAT to May 2022