

The Grocer

Focus On: Table Sauces & Condiments

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Brits' appetite for Asian flavours is getting bigger and broader. So, how is that trend playing out across table sauces and condiments? What brands and retailers are tapping which cuisines – and how?

Asian trend: Who are the brands best capitalising on shoppers' love of flavours from China, Japan, Korea and elsewhere in Asia? How are trends and launches from out-of-home and social media shaping the table sauces and condiments' Asian-style moves? How much impact on category sales are these moves having?

Chilli oil: Grocery offers a wealth of chilli oils by brands both well-known and niche. Who are they? What's the oil's appeal as a condiment?

Other trends: From cross-category partnerships and movie tie-ups to hybrid flavours, what have been the most eye-catching crazes in table sauces and condiments of late?

Old guard: As the table sauces and condiments aisle becomes crowded with new and trendy options, how are the classics performing? And how are they responding to current trends in the category – not just in flavours and formats but also in trading down?

Innovations: We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.