

MSU Product Center

For Agriculture and Natural Resources

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Vegetable sauces and seasonings - Overview

Products included in the product line

- Sauces and seasonings are a highly diversified category. For the purpose of this report, the product line includes products such as cooking sauces (e.g., pasta sauces, pizza sauces), salsa, table sauces, ketchup, condiments, vegetable oils, etc. that contain vegetables. Each product contains a wide variety of segments.

General market trend and information

- In 2003, sales of vegetable sauces and seasonings through supermarkets, mass merchandise stores and food service outlets have been estimated at \$78 million. Sales through the food service outlets in the same year was 2.9% higher than sales in 2002.
- From 1998 to 2003, sales of condiments have increased 1.5% at constant 2003 prices.

New product trends

- New vegetable sauce and seasoning products include salsa made with vegetables; dressings or seasonings that use plenty of vegetables and that can be used for meat or vegetable dishes; sauces to be used for different purposes (e.g., vegetable based pasta/rice sauces/pastes, a curry sauce made with vegetables, instant vegetable mixes and vegetable stock cubes/concentrates for cooking or direct use, vegetable based multipurpose grilling sauces, a range of table sauces, etc.), and a range of pickled and marinated vegetables.
- There are new products designed for sale in gourmet stores.
- This product line also includes vegetable oils and vinegars for cooking and seasoning. Most of them are said to be natural, cholesterol-free and low in saturated fat. There are also some salsa and sauce products that claim to be organic or all natural.
- Some manufacturers are introducing vegetable based sauces aimed at the ethnic market.
- Most of the sauces and seasonings are coming as shelf stable products in bottles, cans, jars, and flexible plastic containers. There are also frozen and chilled products. Many sauces are ready to serve after heating them in a microwave for a few minutes. Sauces are also available in single packs or in packs for two or three persons.

Manufacturing and distribution issues

- The sauce and seasoning market is highly segmented and diversified, and the share of private label products is growing. There are currently many private label products that are increasingly comparable to branded products in terms of taste, variety and packaging.

Overall assessment of opportunities

- The growing demand for variety, convenience and interest for ethnic food flavors among the general population will provide broad opportunities for individual sauce and seasoning product manufacturers, while opportunities in other market segments remain selective.

Sources

Mintel, Global New Product Database. <http://www.gnpd.com>

_____, Condiments, 2003.