

# The Grocer

**Focus On: sauces & condiments by Tony Easley (thisistoneyasley@gmail.com)**

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## The Story

**The sauces & condiments sector is in fine fettle, with value sales up 1.9% on volumes up 1%. But delve a little deeper and it's a mixed picture; traditional 'British' table sauces such as ketchup and salad cream are in decline, while sales of mayonnaise and more exotic products such as soy and barbecue sauce are in growth. Why? Which retailers, brands and own label suppliers are driving this? How can more traditional sauces raise their game?**

**Key themes (this list is not exhaustive; we will investigate new angles as they arise):**

**Foodies:** Sauces & condiments are going upmarket, with brands pushing such products as honey ketchup, Peri Peri ketchup and even beetroot ketchup. How are such products performing? Is there really an appetite for 'posh' ketchup? What will be the next big foodie trend in sauces & condiments?

**Innovation:** A discussion of the latest NPD, from new, premium mayonnaise and ketchup variants to format innovation such as non-drip bottles, will be central to this feature. How has innovation impacted the performances of specific brands and what's on the cards in terms of innovation this year? We will profile eight of the most interesting new launches in a separate innovation panel.

**Types of sauces:** Barbecue and chilli sauce are in strong growth, ketchup and other British classics are holding steady, while salad cream is struggling. This feature will pay close attention to the factors affecting these disparate performances. What is being done to return struggling sectors to growth and sustain the growth of others?

**The weather:** Table sauces consumption goes up in times of hot weather as Brits break out the barbies. So how big a factor has the weather been on the category in the past year? How do brands use things like ads and promotions to drive sales when the sun began to shine? How's this summer's weather affected sales?

**Retailers:** This feature will focus on how retailers' strategies have evolved in the category over the past year, with particular attention being paid to the development of own label ranges, merchandising and brand listings. What's driving the decline of the grocery multiples and the rising sales of the discounters and pound stores?

**Barbecue season:** How are retailers and brands looking to drive sales of sauces & condiments during the barbecue season? We speak to retailers, brands and experts about how big an opportunity the barbecue season is and how factors such as merchandising, marketing, promotions and ads can help players make the most of it.

## Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What impact has own-label had on branded players?
- What's next for the category?