

The Grocer

Focus On: Cooking Sauces & Meal Kits

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Meal kits are booming. From posh own label to chef-led offers, the sector is gaining ground as cooking sauce sales remain flat. So, how have meal kits hit shoppers' sweet spot?

- What's driving kits' performance?
- Who's buying the kits?
- What brands and styles of cuisine are most in demand?
- How are new products reshaping shoppers' perceptions of the market?
- Who are challengers breaking through?
- What is own label bringing the table?

Sauces

- What's behind the flat line in sauces?
- Which brands are defying the trend?
- Which cuisines are hot – or not?