

## Cooking Sauces - UK - December 2004 (£995.00)

In 2002 the cooking sauces market was in a moderate growth stage, reflecting its increasing segmentation in terms of recipe development and pack formats. Since then the market has slowed down and is currently at a crossroads of weaker consumer demand and strong competition from new entrants, such as ready-to-cook foods.

This new market has hampered the segment in the short term. The suppliers of cooking sauces now have the task of capturing the key consumer segment of one-person households by making products more attractive. This report illustrates that the slowdown of the market is inevitable as the cooking sauces market has reached maturity and now competes directly with several other food markets.

Using the latest consumer research, market size data and trend analysis, this report provides vital new insight into the current state of the market and its prospects, investigating its drivers, segmentation and sales forecasts.

Mintel's findings offer you a unique way of understanding consumer trends and the attitudes of the market's key target audiences, enabling you to tailor your marketing to real demand, both tactically and strategically. Use Mintel's research to avoid market pitfalls, discover sector opportunities, identify growth potential and achieve the best possible results.

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