

Seasonings - US - January 2004 (\$2995.00)

In 2003, seasonings was a \$2.2 billion market in the U.S. Its products include a broad range of fresh or dried herbs and spices (e.g. onion powder, thyme), seasoning blends, salts and peppers, seasoning mixes, sauce mixes, garlic spreads and extracts, flavorings, and food colorings. Seasonings and spices are considered staples in U.S. households, enjoying a 91% penetration rate according to the Spring 2003 Simmons National Consumer Survey (NCS).

However, the market is mature and its growth has been limited to segments in which new products or product forms (e.g. seasoning blends) have been introduced. Although the market grew at a compound annual rate of 2.2% between 1998 and 2003, adjusted for inflation, it is static. McCormick (nearly 40% share) and private-label products comprise the majority of the market. Manufacturers of branded products, including Morton, Lawry's, Tone Brothers, Best Foods, and General Mills, represent single-digit percentage shares of the total market, with stronger showings limited to one or more seasoning segments.

This is an update of Mintel's previous report on the seasonings market-Seasonings-U.S., consumer intelligence, April 2002.

Key issues covered in this report include product innovation and the need for education to improve sales. Original consumer research examines attitudes and behavior by age, gender, ethnicity and income, and a six-year trend analysis predicts future growth.

This Mintel report encompasses the retail market for seasonings, including seasoning blends, herbs, spices, salts & peppers, seasoning sauce mixes, garlic spreads, extracts, flavorings, and food colorings.

Not included in this report are condiments such as mustard or ketchup, cooking sauces, marinades, glazes, herb cubes or dry and wet gravy.

This report includes IRI InfoScan data.

A number of U.S. reports covering related sectors have been published, are planned, or are in preparation, including:

- Edible Fats and Oils-U.S., consumer intelligence, March 2004
- Salad and Salad Accompaniments-U.S., consumer intelligence, January 2004
- Ingredient Trends-U.S., consumer intelligence, December 2003
- Condiments-U.S., consumer intelligence, December 2003
- Hispanics and Food Away From Home: Volume 3-U.S., consumer intelligence, November 2003
- Outdoor BBQ-U.S., consumer intelligence, November 2003
- Hispanics and Food: Volume 2-U.S., consumer intelligence, October 2003
- Hispanics and Food: Volume 1-U.S., consumer intelligence, September 2003
- Mexican Food-U.S., consumer intelligence, May 2002
- Chinese Foods-U.S., consumer intelligence, March 2002