

## **HW Cooking Ingredients and Meals in the United Kingdom**

Market Direction | 2023-11-03 | 13 pages | Euromonitor

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### **Report description:**

New lifestyles, including flexible working models, have encouraged local consumers to cook more often at home. This is in addition to rising inflation in the UK, which has been pushing up the cost of meals through consumer foodservice. This trend supported demand for sauces, dressings and condiments in 2022, particularly no salt, no fat and no added sugar options, due to the greater focus on health and wellness since the pandemic. This trend has encouraged leading brands to review their offer, i...

Euromonitor International's HW Cooking Ingredients and Meals in United Kingdom report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the HW Cooking Ingredients and Meals market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
January 2024

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Consumers review sauces, dips and condiments used for home cooking in light of heightened health awareness

2022 sees vegetarian lead health and wellness cooking ingredients and meals due to rising number of flexitarians in the UK

Brain health and memory claim within health and wellness cooking ingredients and meals boosted in 2022

#### **PROSPECTS AND OPPORTUNITIES**

A strong emphasis on health and new legislation set to support future growth of no sugar products

Local consumers set to further reduce reliance on animal products over forecast period

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