

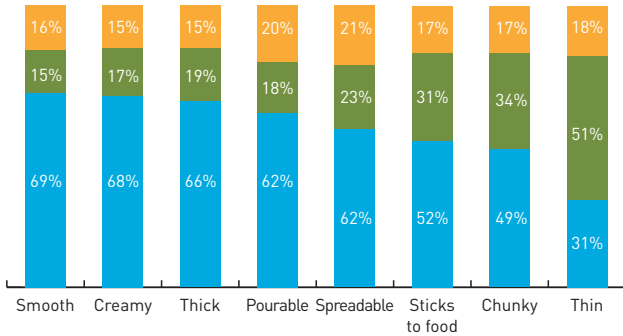


## Sauces and Dressings - Texture

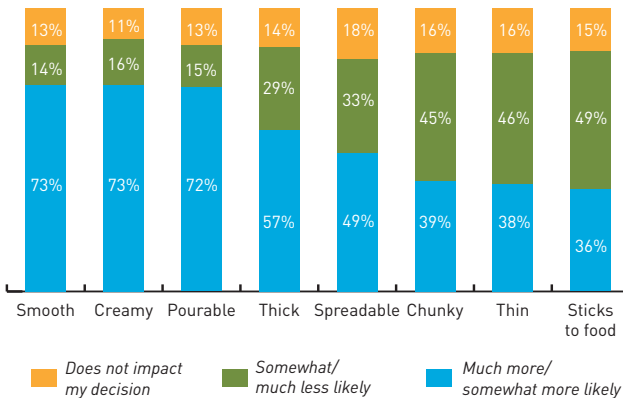
### Desirable textures are a key part of consumers' enjoyment of sauces and dressings

In the United States, consumers prefer sauces and dressings that are smooth and creamy in texture. Additionally, there are certain dissatisfiers that brands should consider when formulating these products, such as separation over shelf-life.

**Sauces - Impact on Purchase<sup>1</sup>**  
(n=544)



**Salad Dressings - Impact on Purchase<sup>1</sup>**  
(n=449)



**Dissatisfiers in Sauces and Dressings<sup>1</sup>**  
Somewhat less or much less likely to purchase, %

**62%** Sauces that develop water separation on the shelf/unopened

**61%** Sauces that develop water separation in the refrigerator after opening

**64%** Salad dressing that changes consistency over time on the shelf

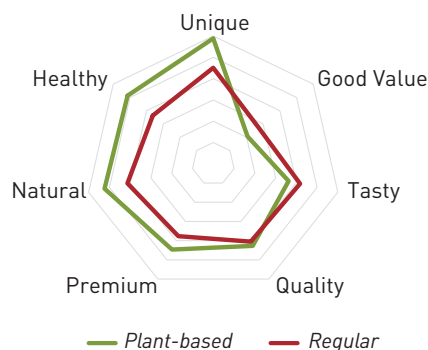
**63%** Salad dressing that changes consistency over time in the refrigerator

### Consumers seek options to meet their unique lifestyle, dietary needs, "clean label"

Condiments like sauces and dressings are often consumed as part of a meal. How can brands prevent loss of consumption due to interest in vegan and plant-based diet? The answer lies in innovating plant-based condiments to complement plant-based meal options with texture and taste excitement.<sup>2</sup>

**38%** of consumers are interested in adding more plant-based foods into their diet

**16%** of US consumers claim to eat meat alternatives at least once or twice a week



Consumers perceive plant-based mayo/spread to be more expensive and lack taste compared to regular mayo.<sup>3</sup>

Source: 1) Tate & Lyle Proprietary Research, 2020 Global Consumer Ingredient Perception Research – US. 2) Mintel report, "How can condiments find a role in plant-based protein?" 3) Mintel Purchase Intelligence.

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