

Salad Accompaniments - The Sauce of It!!!

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The sauce of it - Mayonnaise gives salad cream a dressing down

Mayo or salad cream? The battle of the salad sauces is one of the longest running culinary debates, but fear not a new report has now settled this dispute once and for all. Indeed, latest research from MINTEL shows that sales of the more up-market mayonnaise are almost twice that of the traditional British staple, salad cream.

This year, Brits will spend no less than Â£97 million on the white stuff, compared to just Â£49 million on salad cream. What is more, sales of mayo have increased 10% since 2004, while growth in salad cream has dried up, with sales showing no change what so ever over the same three year period.

"Mayonnaise has long dominated the salad accompaniments market. Sales of mayonnaise have been driven by Hellmann's, which has championed its versatility, encouraging Brits to use mayonnaise in sandwiches and as an accompaniment to all kinds of meals, not just salads. Meanwhile, salad cream has suffered at the hands of poor levels of innovation," comments Alexandra Richmond, Senior Consumer Analyst.

Sales of mayonnaise are set to coast through the Â£100 million mark within the next couple of years, but a dip in salad cream sales is expected by 2010.

"Looking to the future, innovation in mayonnaise, salad cream and other dressings is likely to focus on exotic flavours and premium, organic and locally sourced and Fairtrade products. New packaging forms such as flexible stand-up pouches, squeeze tubes, plastic tubs and individual portions are likely to become more popular," comments Alexandra Richmond.

Reduced fat gaining weight

In recent years, the real success story of both the mayonnaise and salad cream markets has been the popularity of reduced fat and reduced calorie (RFRC) options, which have squeezed out standard varieties. Consumer concern over healthy eating means that RFRC products now account for as much as 52% of the mayonnaise market, and a massive 67% of the salad cream market. Extra light varieties have proved particularly popular.

"Media coverage about healthy eating and concerns over rising obesity levels have meant that consumers are increasingly concerned about the amount of calories, fat, sugar and salt contained in the food that they eat. In the future, reduced fat and reduced calorie options are expected to steal even more market share from full-fat varieties," comments Alexandra Richmond.

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