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Pasta Sauces Market Research Report – Global Forecast till 2030

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Description:

Global Pasta Sauces Market Overview

The Pasta Sauces Market Size was valued at USD 3.35 billion in 2021. The Pasta Sauces market industry is projected to grow from USD 3.55 Billion in 2022 to USD 5.37 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 6.10% during the forecast period (2022 - 2030). Consumer Demand for Non-Genetically Modified Ingredients is Growing, and the rise in Pasta Consumption is the key market driver enhancing the market growth.

Pasta Sauces Market Overview

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Pasta Sauces Market Trends

Consumer Demand for Non-Genetically Modified Ingredients is Growing will boost pasta sauces market growth

The spaghetti sauce industry has expanded significantly during the past few decades. The market for pasta sauces is anticipated to develop significantly over the projected period due to the increasing popularity of pasta. During the assessment period of 2018–2028, the pasta sauces market is forecast to expand at a compound yearly growth rate of 6.5%. Pasta sauces products have evolved in recent decades due to changing consumer preferences and market trends. Pasta sauces can be found in organic, gluten-free, and non-genetically modified organisms (GMO) versions.

The demand for non-GMO ingredients has been driven by rising consumer awareness of the value of clean-label food components. Due to the lack of safety for consuming genetically modified foods, consumers have shifted their preferences toward organic and genetically unaltered food products. So-called niche non-GMO ingredients are becoming a significant component of mainstream food items. Future revenue returns are anticipated to be higher for non-GMO market players. Since scientists and environmental organizations highlighted the possible health and environmental concerns associated with foods containing GMOs, there has been an increased demand for non-GMO components.

The market for fast food was worth USD 862.05 billion in 2020. The market is anticipated to expand at a CAGR of 6.05% between 2021 and 2028, rising from USD 972.74 billion in 2021 to USD 1,467.04 billion by 2028. The worldwide effects of COVID-19 have been startling and unprecedented, with the epidemic having a detrimental effect on demand in every area. Our data indicate that the worldwide market saw below-average Year on Year growth of -10.46% in 2020 compared to the 2017-2019 timeframe. When the pandemic is finished, this market's demand and growth will resume to pre-pandemic levels, which would explain the increase in CAGR.

Figure 1: Fast Food Market Size (2021-2030)

Fast Food Market Size

Fast-casual restaurant brands such as Pasta Flyer, Olive Garden, and Maggiano have accelerated the delicacy's widespread popularity. Therefore, in addition to enjoying a range of pasta dishes outside, people also prefer preparing them at home with the help of prepared sauce that is sold in most grocery shops. Since they enhance the food's nutritional value, freshness, organic ingredients, and low salt content have emerged as some of the key characteristics of highly appreciated products in the market for pasta sauces producers. Over the next years, it is anticipated that the company's pasta sauces industry share will be maintained via the creation of goods in accordance with specific customer requirements. Additionally, it is anticipated that the companies that make spaghetti sauce

would provide discounts for their goods, growing their client base. In August 2019, D'Amore's Pizza introduced Pizza Girl, a range of USDA-certified organic ingredients responsibly acquired from nearby farms. This includes three types of pizza sauce, marinara, puttanesca, and vodka sauces. All Bristol Farms shops sell each of these in glass jars with 24 ounces for USD 9.99.

Pasta Sauces Market Segment Insights

Pasta Sauces product Type Insights

Based on product type, the Pasta Sauces market segmentation includes tomato-based sauces and pesto-based sauces. In 2019, a portion of more than 25.0% was accounted for by tomato-based and marinara foods. There are several different tomato-based pasta sauces on the market, including keto marinara, garlic marinara, tomato basil pasta sauce, tomato garlic pasta sauce, and tomato roasted garlic pasta sauce. Typically, onions and herbs like basil, oregano, and garlic are used to season the sauce. The sauce has a silky texture with a robust bite of olive oil and the flavor and juice of a tomato. Since the sauce has been incorporated into so many different cuisines worldwide, regional variations of the recipe have developed over the past several years, expanding the sauce's popularity on a scale.

With a CAGR of 4.1% from 2020 to 2027, the alfredo and four cheese sectors are anticipated to develop at the quickest rate throughout the projected years. Since the sauce was recently introduced in most South Asian nations, the demand for rich and creamy sauce has increased.

Figure 2: Pasta sauces Market, by product type, 2021 & 2030 (USD Million)

Pasta sauces Market, by product type, 2021 & 2030

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Pasta Sauces Distribution Channel Insights

The Pasta Sauces market segmentation, based on category, includes organic and conventional. The organic category is expected to increase at the highest rate in 2021. Since they enhance the food's nutritional value, freshness, organic ingredients, and low salt content have emerged as some of the key characteristics of highly appreciated products in the market for pasta sauces producers. Over the next years, it is anticipated that the company's market share will be maintained by creating goods by specific customer requirements.

Pasta Sauces Distribution Channel Insights

The Pasta Sauces market segmentation, based on Distribution channels, includes Store-based and Non-store based. The store-based channel shares the highest growth during the forecast period. The store-based distribution route has been further divided into convenience shops, supermarkets & hypermarkets, and others. In 2019, supermarkets and hypermarkets' combined revenue amounted to more than 50.0% of the total. Since modern supermarkets offer a wide selection of items in one location, most people choose to shop there.

Pasta Sauces Regional Insights

By Region, the study provides market insights into North America, Europe, Asia-Pacific and the Rest of the World. Europe's Pasta Sauces market accounted for USD 1.44 billion in 2021 and is expected to exhibit a significant CAGR growth during the study period. Europe led the pasta sauces business, accounting for almost 30% of worldwide sales. The rise of the regional pasta sauces market has been fueled by the introduction of pasta and its widespread use in European nations. Additionally, the UK Pasta Sauces market grew the quickest in the European area, while the Germany Pasta Sauces market had the biggest market share.

Further, the major countries studied in the market report are The U.S., Canada, Germany, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

Figure 3: PASTA SAUCES MARKET SHARE BY REGION 2021 (%)

PASTA SAUCES MARKET SHARE BY REGION 2021

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

From 2020 to 2027, the Asia Pasta Sauces market is anticipated to have the highest CAGR, at 4.7%. Spaghetti and pasta sauces are widely consumed because of culinary ization. Additionally, fast-food restaurants have helped to increase pasta's market penetration. Pasta sauces has become increasingly common in the area since it became a cuisine staple.

The most significant geographic market is found in North America Pasta Sauces market. Due to intensive advertising and celebrity endorsement, spaghetti sauce has a greater adoption rate and can be ascribed to the highly developed retail environment. Canada's Pasta sauces market is also quite popular in this area due to greater consumer spending on fast food and ready-to-eat meals

since it is seen as a fashion statement. Further the Canada pasta sauces market is also growing at a significant rate.

Recent Development

Two new pasta sauces have been introduced by Casa Visco, a family-run producer of pizza and pasta sauces in Schenectady, with proceeds going to Planned Parenthood. Both My Body, My Choice Homestyle Pasta Sauce and Feminist Fra Diavolo are available for purchase at the Niskayuna Co-Op and online at Casa Visco.

Heinz's strategy, which includes apologising for being "ridiculously late" with the debut of their pasta sauce line, is based on the idea that promoting innovation is the key to growth. Two kitchen essentials that are synonymous with Heinz are beans and ketchup. The 150-year-old company, although having the largest share in these two categories, is unwilling to rest on its laurels and regards innovation as a crucial component of its operations. One of the most important elements of the plan is the release of new items to satisfy consumer demand.

A limited-edition tomato vodka pasta sauce has been introduced by Heinz in collaboration with Absolut. Starting in mid-April, Waitrose will carry the "rich and creamy" vodka-infused tomato, basil, and cheese sauce. Additionally, a constrained quantity of jars can be ordered on Heinz's DTC website.

According to research, fresh pasta can have its shelf life increased by 30 days by changing the packaging, adding bioprotective, and utilising probiotics, an antibacterial bacteria. Although it is an essential component of Italian cuisine, pasta is loved worldwide. In 2022, sales of pasta in Europe brought in \$19.14 billion, but it is anticipated that demand will increase by 9.28 percent yearly.

Pasta Sauces Key Market Players & Competitive Insights

Major market players are investing a lot of money in R&D to expand their product portfolios, which will spur further market growth for the Pasta Sauces market. With significant industry changes including new product releases, contractual agreements, mergers and acquisitions, increased investments, and collaboration with other organizations, market participants are also undertaking a variety of strategic activities to expand their presence. To grow and remain in a market that is becoming more and more competitive, Pasta Sauces industry competitors must provide affordable products.

Manufacturing locally to cut operational costs is one of the main business tactics the Pasta Sauces industry uses to serve customers and increase the market sector. The Pasta Sauces industry has recently given medicine some of the most important advantages. The Pasta Sauces market major player such as Mizkan Co.(Japan), Barilla S.p.A.(Italy), Mars Incorporated (US), ConAgra Foods Inc.(US), The Kraft Heinz Company (US), Amy's Kitchen (US), Newman Own Co.(US), B&G Foods Holdings Corp.(US), Premier Foods PLC (UK), Campbell Soup Company (US) and others are working on expanding the market demand by investing in research and development activities.

Birch Benders, a food and beverage company, sells pancake and waffle mixes that are natural and organic and require adding water. Just-add-water pancake and waffle mixes, frozen toaster waffles, and microwaveable cups are among the brand's tasty, healthier items. Birch Benders, the nation's top-selling pancake and waffle mix on the natural channel, has announced the addition of a new line of no-sugar-added, ready-to-eat, keto-friendly Cookies to its portfolio of well-liked, better-for-you goods. Birch Benders, well-known for its premium organic, paleo baking, keto, and breakfast mix products, created this new cookie line with the same focus on rethinking the foods people enjoy in a way they can feel good about.

One PPG Place in Pittsburgh, Pennsylvania serves as the corporate headquarters for the American food processing firm The H. J. Heinz Company. Henry J. Heinz established the business in 1869. Heinz produces hundreds of food items in factories across six continents and sells them in more than 200 nations and territories. According to Heinz, various ready-to-use pasta sauces in seven different flavors have been released. A digital campaign with the slogan "Ridiculously Late, Ridiculously Good" supports the newest items. Tomato, Mascarpone & Grana Padano cheese, Tomato & Chilli, Sundried Cherry Tomato & Basil, and Tomato Sauce for Bolognese are just a few tomato-based tastes available. The first of their kind from Heinz, the sauces are made in Italy without added sugar. Georgiana de Noronha, president of Kraft Heinz for northern Europe, claimed that although the firm is well-known for its tomato ketchup, some people know it also manufactures tomato seeds.

Key Companies in the Pasta Sauces market include

- Mizkan Co. (Japan)
- Barilla S.p.A. (Italy)
- Mars Incorporated (US)

- ConAgra Foods Inc. (US)
- The Kraft Heinz Company (US)
- Amy's Kitchen (US)
- Newman Own Co. (US)
- B&G Foods Holdings Corp. (US)
- Premier Foods PLC (UK)
- Campbell Soup Company (US)

Pasta Sauces Industry Developments

November 2021: A new set of science-based goals (SBT) for decreasing greenhouse gas emissions was unveiled by Campbells. Targets have been adopted by the Science Based Targets project (SBTi), which identifies and promotes best practices in carbon reduction.

November 2021: To explain the principles that underlie the goods produced by the Parma-based firm, where sustainable agriculture coexists with nature, Barilla created the Barilla agriBosco. It is a celebration of Barilla's position with an emphasis on premium, eco-friendly goods and raw materials.

April 2022: A contract between Kraft Heinz and the Brazilian food business Hemmer was inked. The acquisition expedites Kraft Heinz's Taste Elevation plan in a crucial development sector, and CADE, Brazil's antitrust watchdog, approved the deal without caveats.

February 2020: A 40% easier-to-open spaghetti sauce jar lid has been introduced by the US grocery chain Boyer's Food Markets. Customers may easily open the glass jar of pasta sauce from Darci by pushing a button on the Easy Lid. These packaging advancements will probably impact market expansion in the upcoming years.

Pasta Sauces Market Segmentation

Pasta Sauces Product Type Outlook

Tomato-Based Sauces

Pesto-Based Sauces

Pasta Sauces Category Outlook

Conventional

Organic

Pasta Sauces Distribution Channel Outlook

Store-based

Non-store based

Pasta Sauces Regional Outlook

North America	
US	
Canada	
Europe	
Germany	
France	
UK	
Italy	
Spain	
Rest of Europe	
Asia-Pacific	
China	
Japan	
India	
Australia	
South Korea	
Australia	
Rest of Asia-Pacific	
Rest of the World	
Middle East	
Africa	
Latin America	

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