

Knorr puts focus on natural ingredients with new dry recipe mixes

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"Unilever's Knorr brand is putting a new angle on dry recipe mixes through emphasising the natural ingredients, so can look to appeal to those looking for all-natural easy recipe ideas."

For more information please see

Cooking Sauces, Pasta Sauces and Stocks – UK, January 2016 and Attitudes towards Cooking in the Home – UK, May 2016.

What we've seen

- Knorr has launched Naturally Tasty!, a new range of dry recipe mixes that places a big emphasis on being made with all-natural ingredients. It highlights drying ingredients as a good way of preserving food without the need for preservatives.
- 38% of people rate being natural or having no additives or preservatives as important when looking for healthy foods, and for 52% of buyers of cooking sauces '100% natural ingredients' would most make them choose one cooking/pasta sauce over another.
- After enjoyment of cooking, having control of what goes into the food is the second biggest driver for cooking meals from scratch or partly from scratch, with 49% of people who cook from scratch/partly from scratch giving it as a reason.
- 59% of mothers (45% of all adults) agree that 'sure to succeed' recipes and products appeal to them.

Knorr launches Naturally Tasty! dry recipe mixes

In September 2016, Unilever's Knorr brand launched a new range of dry recipe mixes called Naturally Tasty! The new products put an emphasis on being made with all-natural ingredients, which Unilever claims addresses shopper concerns over artificial ingredients used in the category.

The new range also looks to inspire consumers with mid-week recipe ideas, including mixes for making Moroccan Chicken, Spaghetti Bolognese, Lasagne, Tuna Napolitana, Beef Tagine and Chilli Con Carne. The launch is being supported with a £3.4 million media investment that includes a TV advert airing in October.

Dry recipe mixes or seasoning mixes for meal preparation have been around for a long time, with a number of different brands competing in this category, but there remains scope for encouraging more frequent usage. 58% of people use dry sauce/seasoning mixes, but only 14% use them at least once a week (*Cooking*

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Sauces, Pasta Sauces and Stocks – UK, January 2016).



Strong demand for all-natural products for a healthy diet

Nearly four in ten people who try to eat healthily rate being natural or having no additives or preservatives as important when looking for healthy foods (*Attitudes towards Healthy Eating –*

UK, February 2016). While of lower importance than other factors such as sugar or fat content when looking for healthy foods, all-natural credentials still enjoy strong demand.

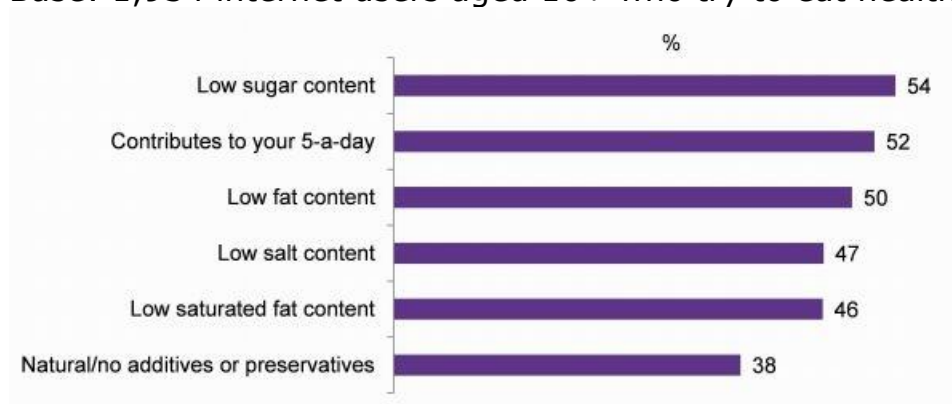
Demand for all-natural products is also shown by '100% natural ingredients' being the most important feature likely to make 52% of buyers of cooking sauces choose one cooking/pasta sauce over another (*Cooking Sauces, Pasta Sauces and Stocks – UK, January 2015).*

Knorr highlights on its website how drying ingredients is a good way of preserving food, negating the need for preservatives. This all-natural element of dry recipe mixes is something that could be promoted more strongly to appeal to those looking for all-natural products.

FIGURE 1: Selected factors most important when looking for healthy foods, November 2015

"Which, if any, of the following factors are most important to you when looking for healthy foods?"

Base: 1,934 internet users aged 16+ who try to eat healthily



Lightspeed GMI/Mintel

Offering 'sure to succeed' recipe ideas for family meals

Dry recipe mixes that give people details of what ingredients to use to put a meal together and instructions on how to cook it enables users to get very close to

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complete scratch cooking. 48% of people with responsibilities for cooking/preparing meals create a dish completely from scratch four times or more a week (*Attitudes towards Cooking in the Home – UK, May 2016*).

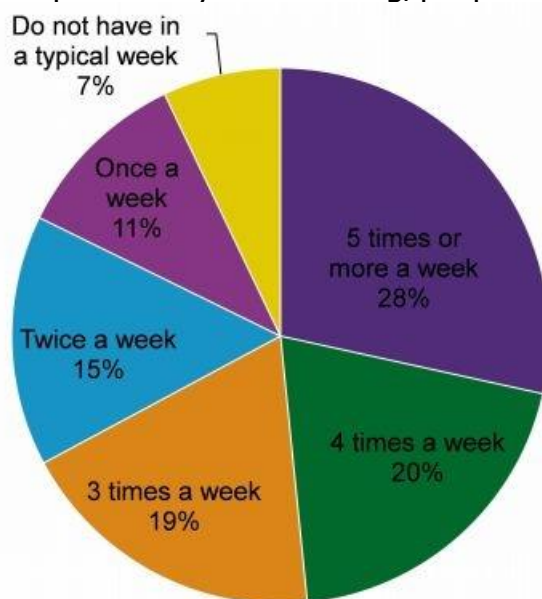
After enjoyment of cooking, having control of what goes into the food (eg no additives, the amount of salt) is the second biggest driver for cooking meals from scratch or partly from scratch, with 49% of people who cook from scratch/partly from scratch giving it as a reason. Dry mixes with an all-natural proposition can therefore appeal to those wanting more control over what goes into their food (*Attitudes towards Cooking in the Home – UK, May 2016*).

Such products are likely to appeal to the 45% of people agreeing that 'sure to succeed' recipes and products appeal to them. Agreement rises to 59% of mothers of under-16s, making easy recipe ideas particularly important for family meals (*Attitudes towards Cooking in the Home – UK, May 2016*).

FIGURE 2: Frequency of creating a dish completely from scratch using uncooked ingredients, February 2016

"Thinking of a typical week, how often are each of the following prepared for the main evening meal in your household?"

Base: 1,845 internet users aged 16+ who are the main person responsible/share responsibility for cooking/preparing



meals
Lightspeed GMI/Mintel

What it means

- Dry recipe mixes are nothing new, with a number of well-established products from leading cooking sauce and seasoning brands, but Knorr's new range of products in this category puts a new angle on them through placing an emphasis on being full of natural ingredients.
- Its all-natural ingredients focus can look to appeal to the four in ten people who rate being natural or having no additives or preservatives as important when looking for healthy foods, as well as the 52% of buyers of cooking sauces favouring cooking/pasta sauces with '100% natural ingredients'.
- The 'sure to succeed' recipe ideas offered by dry recipe mixes that come with a list of ingredients needed and how to cook the meal on packaging can also appeal to people who cook from scratch or partly from scratch.
- These types of products also give people a sense of more control over what goes into their meals compared with prepared meals, so given that having control of what goes into food is the second biggest reason for cooking should appeal on these grounds.