

Pasta Sauce Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global pasta sauce market size reached US\$ 10.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 12.2 Billion by 2028, exhibiting a growth rate (CAGR) of 2.8% during 2023-2028.

Pasta sauce is a cream-based liquid or semi-solid paste that is used as a savory topping over pasta and other Italian dishes, including pizza and lasagna. It is commonly prepared using a mixture of ingredients, such as tomatoes, onions, garlic, cheese, herbs and seasonings for unique flavoring and taste. It is also rich in various macronutrients, vitamins, minerals and fibers. Some of the most common variants of pasta sauce include red, green, white, meat-based, emulsified, butter-based and vegetable sauces. They are usually stored and distributed in glass and aluminum containers, along with plastic pouches and packets.

The thriving food and beverage industry, along with a growing preference for ready-to-eat food products, is one of the key factors driving the growth of the market. Owing to the increasing working population and hectic schedules, the preference for packaged and easy to cook pasta sauces has increased significantly across the globe.

Furthermore, a rising consumer inclination to try inter-continental cuisines and flavor-rich dishes is also providing a boost to the market growth. The growing health consciousness among the masses has further enhanced the demand for nutrient-rich and healthy product variants. Manufacturers are creating pasta sauces that are made using gluten-free and organic ingredients. Moreover, restaurants, cafes and other eateries are also experimenting with multiple flavors and combinations of sauces to offer innovative and unique pasta dishes to their customers. Other factors, including

rising disposable incomes and rapid urbanization, are projected to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global pasta sauce market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, packaging type and distribution channel.

Breakup by Product Type:

Tomato-Based Sauces

- Traditional Sauce
- Marinara Sauce
- Meat Sauce
- Mushroom Sauce
- Roasted Garlic Sauce
- Cheese Sauce
- Tomato and Basil Sauce
- Others

Pesto-Based Sauces

- Traditional Basil Pesto Sauce
- Sun-Dried Tomato Pesto Sauce
- Others

Alfredo-Based Sauces

- Traditional Alfredo Sauce
- Garlic Alfredo Sauce
- Cheese Alfredo Sauce
- Others

Based on the product type, the market has been segmented into tomato-, pesto- and alfredo-based sauces. At present, tomato-based sauces, such as traditional, marinara, meat, mushroom, roasted garlic, cheese, and tomato and basil, represent the most

widely consumed product type.

Breakup by Packaging Type:

Glass Bottles

PET

Cans

Pouches

Cartons

On the basis of the packaging type, the market has been segregated into glass bottles, polyethylene terephthalate (PET), cans, pouches and cartons. Amongst these, glass bottles account for the majority of the total market share.

Breakup by Distribution Channel:

Direct

Indirect

Store-Based Retailing

Supermarkets

Specialty Stores

Convenience Stores

Online Retailing

The market has been bifurcated on the basis of the distribution channel into direct and indirect segments. The indirect segment exhibits a clear dominance and is further divided into store-based retailing, supermarkets, specialty stores, convenience stores and online retailing.

Breakup by Region:

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia
Others

North America

United States
Canada

Europe

Germany
France
United Kingdom
Italy
Spain
Russia
Others

Latin America

Brazil
Mexico
Argentina
Colombia
Chile
Peru
Others

Middle East and Africa

Turkey
Saudi Arabia
Iran
United Arab Emirates
Others

On the geographical front, Europe represents the largest market. It is further segregated into Germany, France, the United Kingdom, Italy, Spain, Russia and others. Other major markets include North America (the United States and Canada), Asia Pacific (China,

Japan, India, South Korea, Australia, Indonesia and others), Latin America (Brazil, Mexico, Argentina, Colombia, Chile, Peru and others) and the Middle East and Africa (Turkey, Saudi Arabia, Iran, the United Arab Emirates and others).

Competitive Landscape:

The report has also analysed the competitive landscape of the market along with the profiles of the key players.

Key Questions Answered in This Report:

What was the global pasta sauce market size in 2022?

What will be the global pasta sauce market outlook during the forecast period (2023-2028)?

What are the global pasta sauce market drivers?

What are the major trends in the global pasta sauce market?

What is the impact of COVID-19 on the global pasta sauce market?

What is the global pasta sauce market breakup by product type?

What is the global pasta sauce market breakup by packaging type?

What is the global pasta sauce market breakup by distribution channel?

What are the major regions in the global pasta sauce market?

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