

United States Pasta Sauce Market Report by Product Type (Tomato-Based Sauces, Pesto-Based Sauces, Alfredo-Based Sauces), Packaging Type (Glass Bottles, PET, Cans, Pouches, Cartons), Distribution Channel (Direct, Indirect), and Region 2024-2032

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Abstracts

The United States pasta sauce market size reached US\$ 2.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.0 Billion by 2032, exhibiting a growth rate (CAGR) of 1.9% during 2024-2032. A high consumption of RTE food products like pasta, numerous cafes, restaurants, and quick-service restaurants (QSRs), and considerable reliance on online shopping channels are among the key factors driving the market growth.

Pasta sauce is a thick textured creamy sauce utilized as a savory or accompaniment for pasta dishes. It can be produced using ingredients like tomatoes, cheese, herbs, onions, garlic, and seasonings, which offer a unique flavor and taste. It is fortified with essential nutrients, such as macronutrients, vitamins, minerals, and fibers. It provides a convenient and time-saving option for home cooks and is widely available in both canned and jarred forms. It is commonly available in different variants, such as red, green, white, meat based, emulsified, butter based, and vegetable based.

A high consumption of ready to eat (RTE) food products like pasta on account of the hectic lifestyles is catalyzing the demand for pasta sauce in the United States. Moreover, a considerable number of commercial spaces like cafes, restaurants, and quick-service restaurants (QSRs) are using pasta sauce to offer different pasta dishes in their menu, which is strengthening the growth of the market in the country. In addition, there is a significant reliance on online shopping channels providing different variants of pasta sauces with convenience, doorstep delivery, and secured payment

methods, which is influencing the market positively in the country.

United States Pasta Sauce Market Trends/Drivers:

Increasing preferences for economical meal options

Pasta, along with its accompanying sauce, offers a cost-effective meal option for families and individuals on a budget. With relatively low-cost ingredients, such as canned tomatoes, herbs, and spices, pasta sauce allows people to create filling and satisfying meals. It provides an opportunity for households to stretch their food budgets while still enjoying flavorful and comforting dishes. Additionally, pasta sauce can be easily stored and used for multiple meals, making it a convenient option for leftovers or meal prepping. The affordability and versatility of pasta sauce make it an attractive choice for consumers seeking economical meal solutions, thereby driving the overall sales in the United States.

High influence of celebrity chefs and food media

The influence of celebrity chefs and food media has a significant impact on consumer preferences and the demand for pasta sauce in the United States. With the rising number of cooking shows, food blogs, and social media platforms, consumers are being exposed to a plethora of culinary inspirations and recipe ideas. Celebrity chefs and food influencers often showcase pasta dishes and creative pasta sauce recipes, enticing viewers and followers to try them at home. The endorsement and promotion of specific pasta sauce brands or homemade sauce recipes by these influential figures contribute to increased consumer interest and demand. Additionally, food media outlets often highlight pasta sauce as a pantry staple and feature it in various recipes, further solidifying its presence in American households and driving its demand.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the United States pasta sauce market report, along with forecasts at the country and regional levels from 2024-2032. 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

Tomato based sauce represent the most widely used product type

The report has provided a detailed breakup and analysis of the market based on the

United States Pasta Sauce Market Report by Product Type (Tomato-Based Sauces, Pesto-Based Sauces, Alfredo-Base...

product type. This includes tomato-based sauces (traditional sauce, marinara sauce, meat sauce, mushroom sauce, roasted garlic sauce, cheese sauce, tomato and basil sauce, and others), pesto-based sauces (traditional basil pesto sauce, sun-dried tomato pesto sauce, and others) and alfredo-based sauces (traditional alfredo sauce, garlic alfredo sauce, cheese alfredo sauce, and other). According to the report, tomato-based sauces represented the largest segment.

Tomato-based pasta sauces are made primarily with tomatoes as the main ingredient and they provide a rich and tangy flavor to pasta dishes. Traditional tomato sauce currently is considered a classic and versatile sauce made with ripe tomatoes, garlic, onions, herbs, such as basil and oregano, and other ingredients like carrots, celery, or red wine. It serves as a base for many pasta dishes. Marinara sauce is a simple and quick-cooking tomato sauce that has a bright and fresh flavor. Whereas, meat sauce, also known as Bolognese sauce, is a hearty tomato-based sauce that includes ground meat like beef, veal, or pork along with the tomato base. It is typically simmered for a long time to develop rich flavors.

Pesto-based sauces are typically prepared with fresh herbs, nuts, cheese, garlic, and olive oil. They provide a vibrant and aromatic flavor to pasta dishes. They are available in traditional basil pesto sauce made with fresh basil leaves, garlic, pine nuts, Parmesan cheese, olive oil, and sometimes lemon juice. They have a vibrant green color and a distinct, herbaceous taste. They are also offered in sun-dried tomato pesto sauce that has a slightly sweeter and tangier flavor compared to the basil pesto.

Alfredo-based sauces are rich, creamy, and indulgent that are made with butter, cream, and cheese, which leads to a velvety texture and a decadent taste. They have rich flavor and pair well with pasta, especially fettuccine. They are also available in garlic alfredo sauce variant that includes the addition of garlic, which adds a savory and aromatic taste to the creamy base.

Breakup by Packaging Type:

Glass Bottles

PET

Cans

Pouches

Cartons

Glass bottles account for the majority of the market share

A detailed breakup and analysis of the market based on the packaging type has also been provided in the report. This includes glass bottles, PET, cans, pouches and cartons. According to the report, glass bottles accounted for the largest market share.

Glass bottles are a popular packaging option for pasta sauce as they provide a classic and elegant look and are often used for high-end or gourmet sauces. They help preserve the flavor and quality of the sauce as they are impermeable to air and light. They also allow consumers to see the color and texture of the sauce before purchase. Glass bottles are available in metal or plastic screw-on cap or a flip-top lid for easy opening and sealing.

Polyethylene terephthalate (PET) is a type of plastic commonly used in the packaging of pasta sauce. It offers several advantages, including light weight, recyclable and shatterproof capabilities. Its bottles are transparent, allowing consumers to see the sauce inside. It is also resistant to moisture and provide good barrier properties, which help to maintain the freshness of the sauce. It is generally offered with screw-on caps or flip-top lids for convenient usage.

Pouches, also known as flexible packaging, are becoming increasingly popular for pasta sauce. They are made of lightweight, flexible materials like plastic films or laminated foil. They offer several advantages, including being space-efficient, light weight, and easy to transport. They are also resealable, allowing for convenient storage and portion control. They are equipped with a spout or a tear-off top for pouring and serving the sauce.

Breakup by Distribution Channel:

Direct

Indirect

Store-Based Retailing

Supermarkets

Specialty Stores

Convenience Stores

Online Retailing

Indirect holds the largest share in the market

A detailed breakup and analysis of the United States pasta sauce market has been provided based on direct and indirect (store-based retailing, supermarkets, specialty stores, convenience stores and online retailing). According to the report, indirect (store-based retailing, supermarkets, specialty stores, convenience stores and online retailing) accounted for the largest market share.

Direct distribution refers to the process wherein pasta sauce manufacturers sell the product directly to the end consumer without involving any intermediaries. It can be done through various methods, such as selling the pasta sauce directly from the website of the manufacturer, operating physical stores owned by the manufacturer, or participating in farmers markets or food fairs wherein individuals can purchase the sauce directly from the manufacturer.

On the other hand, indirect distribution channel involves the use of intermediaries or middlemen to distribute the pasta sauce from the manufacturer to the end consumer. It comprises store-based retailing, which includes selling pasta sauce through traditional brick-and-mortar stores like grocery stores, supermarkets, and hypermarkets. These retail outlets stock various products, including pasta sauces, and offer convenience to consumers by allowing them to shop for multiple items in one location. Whereas specialty stores focus on specific food products, gourmet items, or Italian cuisine and often carry a selection of pasta sauces. They cater to consumers looking for unique and high-quality pasta sauce options. Moreover, convenience stores, also known as corner stores or mini-marts, are small retail outlets that are typically open for extended hours. They offer a convenient shopping experience for consumers who need to purchase pasta sauce and other grocery items quickly.

Breakup by Region:

Northeast

Midwest

South

West

The report has also provided a comprehensive analysis of all the major regional markets, which include Northeast, Midwest, South, and West.

Competitive Landscape:

The key players in the market are focusing on using high pressure processing technology to preserve and sterilize food products and maintain the nutritional value and flavor of the ingredients while eliminating harmful bacteria. This technology is used in the production processes of pasta sauce to ensure food safety and extend the shelf life of the sauces. Moreover, leading players are incorporating advanced machinery and robotic systems for various tasks, such as ingredient mixing, sauce cooking, filling, labeling, and packaging. These systems aid in improving efficiency, accuracy, and consistency in the production process, reducing human errors, and increasing productivity. Besides this, the advent of smart packaging technologies, such as intelligent labels or tags, to enhance the freshness and quality of pasta sauce and monitor temperature changes, or provide cooking instructions or recipe suggestions to consumers is fueling the market growth in the country.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided.

United States Pasta Sauce Market Report Scope:

Key Questions Answered in This Report

1. What was the size of the United States pasta sauce market in 2023?
2. What is the expected growth rate of the United States pasta sauce market during 2024-2032?
3. What are the key factors driving the United States pasta sauce market?

4. What has been the impact of COVID-19 on the United States pasta sauce market?
5. What is the breakup of the United States pasta sauce market based on the product type?
6. What is the breakup of the United States pasta sauce market based on the packaging type?
7. What is the breakup of the United States pasta sauce market based on the distribution channel?
8. What are the key regions in the United States pasta sauce market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 UNITED STATES PASTA SAUCE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Tomato-Based Sauces
 - 6.1.1 Market Trends
 - 6.1.2 Major Types
 - 6.1.2.1 Traditional Sauce
 - 6.1.2.2 Marinara Sauce
 - 6.1.2.3 Meat Sauce
 - 6.1.2.4 Mushroom Sauce

- 6.1.2.5 Roasted Garlic Sauce
- 6.1.2.6 Cheese Sauce
- 6.1.2.7 Tomato and Basil Sauce
- 6.1.2.8 Others
- 6.1.3 Market Forecast
- 6.2 Pesto-Based Sauces
 - 6.2.1 Market Trends
 - 6.2.2 Major Types
 - 6.2.2.1 Traditional Basil Pesto Sauce
 - 6.2.2.2 Sun-Dried Tomato Pesto Sauce
 - 6.2.2.3 Others
 - 6.2.3 Market Forecast
- 6.3 Alfredo-Based Sauces
 - 6.3.1 Market Trends
 - 6.3.2 Major Types
 - 6.3.2.1 Traditional Alfredo Sauce
 - 6.3.2.2 Garlic Alfredo Sauce
 - 6.3.2.3 Cheese Alfredo Sauce
 - 6.3.2.4 Others
 - 6.3.3 Market Forecast

7 MARKET BREAKUP BY PACKAGING TYPE

- 7.1 Glass Bottles
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 PET
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Cans
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Pouches
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 Cartons
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Direct

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Indirect

8.2.1 Market Trends

8.2.2 Major Types

8.2.2.1 Store-Based Retailing

8.2.2.2 Supermarkets

8.2.2.3 Specialty Stores

8.2.2.4 Convenience Stores

8.2.2.5 Online Retailing

8.2.3 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 Northeast

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Midwest

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 South

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 West

9.4.1 Market Trends

9.4.2 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 POLICY AND REGULATORY LANDSCAPE

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players

List Of Tables

LIST OF TABLES

Table 1: United States: Pasta Sauce Market: Key Industry Highlights, 2023 and 2032

Table 2: United States: Pasta Sauce Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: United States: Pasta Sauce Market Forecast: Breakup by Packaging Type (in Million US\$), 2024-2032

Table 4: United States: Pasta Sauce Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: United States: Pasta Sauce Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: United States: Pasta Sauce Market: Competitive Structure

Table 7: United States: Pasta Sauce Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: United States: Pasta Sauce Market: Major Drivers and Challenges
- Figure 2: United States: Pasta Sauce Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: United States: Pasta Sauce Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 4: United States: Pasta Sauce Market: Breakup by Product Type (in %), 2023
- Figure 5: United States: Pasta Sauce Market: Breakup by Packaging Type (in %), 2023
- Figure 6: United States: Pasta Sauce Market: Breakup by Distribution Channel (in %), 2023
- Figure 7: United States: Pasta Sauce Market: Breakup by Region (in %), 2023
- Figure 8: United States: Pasta Sauce (Tomato-Based Sauces) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 9: United States: Pasta Sauce (Tomato-Based Sauces) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 10: United States: Pasta Sauce (Pesto-Based Sauces) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 11: United States: Pasta Sauce (Pesto-Based Sauces) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 12: United States: Pasta Sauce (Alfredo-Based Sauces) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 13: United States: Pasta Sauce (Alfredo-Based Sauces) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 14: United States: Pasta Sauce (Glass Bottles) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 15: United States: Pasta Sauce (Glass Bottles) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 16: United States: Pasta Sauce (PET) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 17: United States: Pasta Sauce (PET) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 18: United States: Pasta Sauce (Cans) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 19: United States: Pasta Sauce (Cans) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 20: United States: Pasta Sauce (Pouches) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: United States: Pasta Sauce (Pouches) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: United States: Pasta Sauce (Cartons) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: United States: Pasta Sauce (Cartons) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: United States: Pasta Sauce (Direct) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: United States: Pasta Sauce (Direct) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: United States: Pasta Sauce (Indirect) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: United States: Pasta Sauce (Indirect) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Northeast: Pasta Sauce Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Northeast: Pasta Sauce Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Midwest: Pasta Sauce Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Midwest: Pasta Sauce Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: South: Pasta Sauce Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: South: Pasta Sauce Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: West: Pasta Sauce Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: West: Pasta Sauce Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: United States: Pasta Sauce Industry: SWOT Analysis

Figure 37: United States: Pasta Sauce Industry: Value Chain Analysis

Figure 38: United States: Pasta Sauce Industry: Porter's Five Forces Analysis

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