

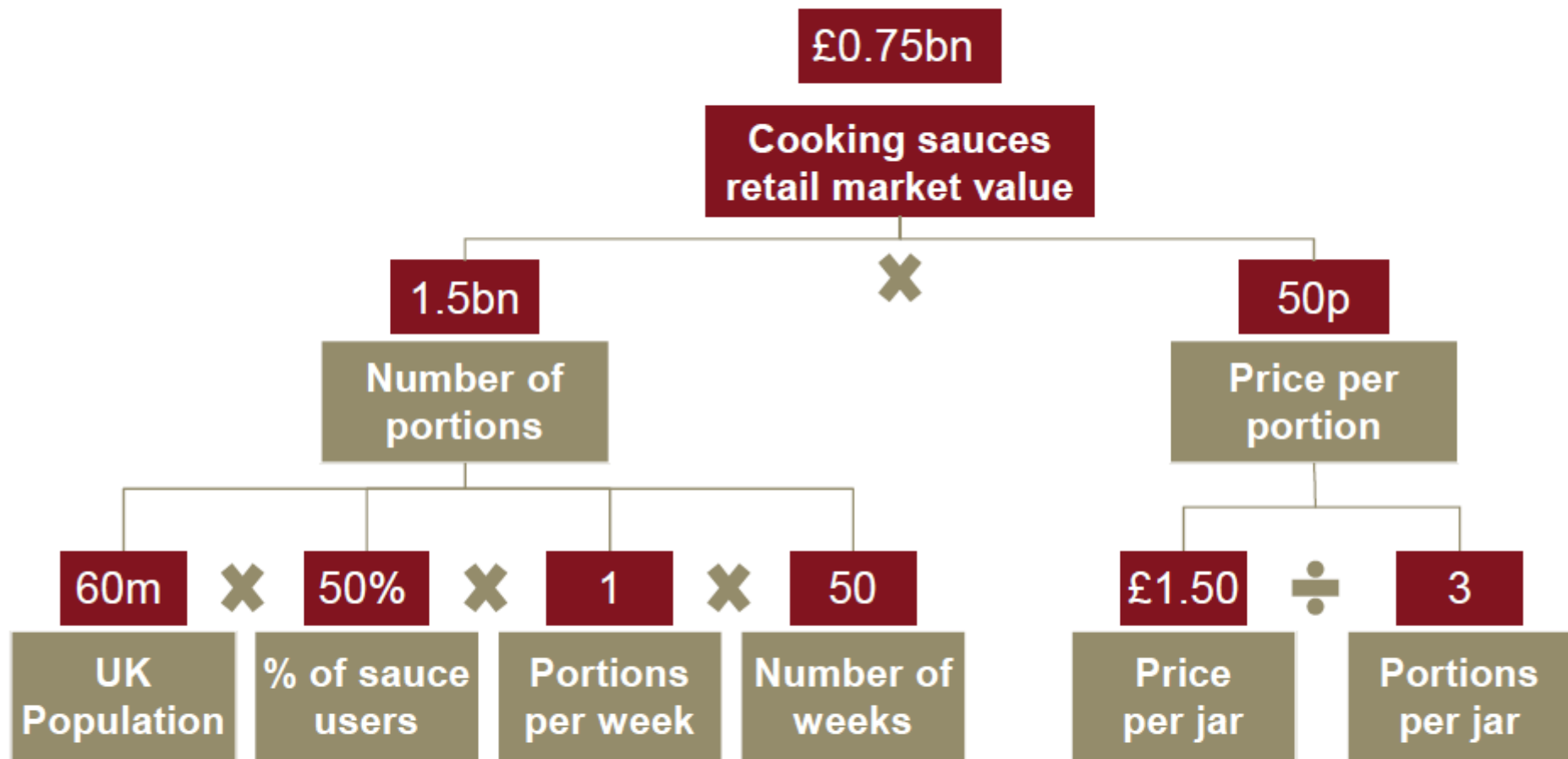
Question 2: Market sizing

Estimate the size (by value) of the UK retail cooking sauces market



Note: Refers to all cooking sauces (Indian, Chinese, Italian etc.) sold to households, excluding foodservice sales (e.g. restaurants, sandwich shops)

Question 2: Model answer



- Don't get intimidated by the question! Break it down to a simple formula
- Don't overcomplicate