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

Cooking sauces retail market value

- £0.75bn
- 1.5bn
- Number of portions
- 60m
- UK Population
- 50%
- % of sauce users
- 1
- Portions per week
- 50
- Number of weeks
- 50p
- Price per portion
- £1.50
- Price per jar
- 3
- Portions per jar

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

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