

## Sauces and Seasonings - China - December 2014

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"Consumers show high involvement and interest in in-home cooking, which indicates a promising future for the sauces and seasonings market. However, consumers also encounter quite a few problems in terms of both buying and using sauces and seasonings."

– Linda Li, Senior Research Analyst

### This report looks at the following areas:

- Specialised sauces to match different foods and cooking methods
- How to enhance healthy perception through packaging
- There are opportunities for brands to launch more ready-to-use sauces

The report covers the most commonly seen sauces and seasonings in the Chinese market, which include both Chinese traditional sauces and seasonings and foreign sauces and seasonings. The report this year applies segmentation of Chinese traditional sauces and foreign sauces, rather than following the table sauces and cooking sauces segmentation in last year's report, to make the discussion more applicable to the Chinese market.

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- Master Chef (14%)
- Cooking Apprentice (24%)
- Variety Lover (20%)
- Condiment Sceptics (18%)
- Muddle Along (23%)

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