

## Sauces and Seasoning - China - November 2016

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“Chinese consumers’ concern of their salt intake has increased significantly in the last three years: 22% of the surveyed consumers indicated eating less salt in 2014, and up to 48% have tried to limit their salt intake in 2016.”

– **Ching Yang, Senior Research Analyst**

This report looks at the following areas:

- **How will the new dietary guideline impact the sauce and seasoning category?**
- **Eye on the Millennial mums**
- **Clean label trend coming to the sauce and seasoning category**

The sauce and seasoning market in China is continuously growing, driven by the solid performance of niche segments such as exotic sauces and the development of more function-specific sauces, such as steam fish sauce and mix-in sauce.

However, as Chinese consumers are more aware of their salt and MSG (Monosodium Glutamate) intake, and with the Chinese government updating dietary guidelines suggesting that people eat less salt and oil, consumers should become more aware of their sauce and seasoning usage. Therefore, better-for-you products would be a must in this category to maintain company’s market share.

Based on consumers’ interests, the future opportunities lie in organic, all-natural, and GMO (Genetically Modified Organism)-free products. These claims have emerged on few soy sauce products in China, but are still limited in many other segments. Besides, exotic sauces also have room for growth as the household penetration is still low for most surveyed exotic sauces.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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