"The diverse $4.6 billion dips and savory spreads category enjoys solid consumer participation, likely due in part to the increasing popularity of snacking and brand loyalty. All three segments of the category managed growth from 2016-2017, but refrigerated options have been especially successful as consumers seek out fresh foods."

Michael Averbook, Food & Drink Analyst

This report looks at the following areas:

- Lack of frequent consumption
- Competition from adjacent categories
- Shelf-stable products lose share to refrigerated

Helping consumers to engage more frequently in the category and all of its segments will require brands to nudge consumers to enjoy the social aspect of dips more regularly and on different occasions, as well as to inspire consumers to try new types and brands.

DID YOU KNOW? This report is part of a series of reports, produced to provide you with a more holistic view of this market
Table of Contents

Overview

What you need to know
Definition

Executive Summary

Overview

Figure 1: Total US retail sales and fan chart forecast of dips and savory spreads, at current prices, 2012-22

The issues

Lack of frequent consumption

Figure 2: Dips and spreads behaviors – weekly consumption and brand loyalty, March 2018

Competition from adjacent categories

Figure 3: Condiment and dressing behavior – use them as a dip, October 2017

Shelf-stable products lose share to refrigerated

Figure 4: Total US market share of dips and savory spreads, by segment, at current prices, 2015 and 2017

The opportunities

Encourage sharing and eating with friends and family

Figure 5: Dips and spreads attitudes – sharing, March 2018

Disrupt consumer habits

Figure 6: Dips and spreads uses, March 2018

Emphasize well-roundedness of category

Figure 7: Correspondence analysis – Perceptions of dips and spreads, March 2018

What it means

The Market – What You Need to Know

All dips and savory spreads segments grow

Blurring of categories intensifies competition

Popularity of snacking advantageous to the category

Influence from international cuisine, foodservice

Market Size and Forecast

Dips and savory spreads continues steady growth

Figure 8: Total US retail sales and fan chart forecast of dips and savory spreads, at current prices, 2012-22

Figure 9: Total US retail sales and forecast of dips and savory spreads, at current prices, 2012-22

Market Breakdown

Refrigerated/frozen segment continues to steal share

Figure 10: Total US market share of dips and savory spreads, by segment, at current prices, 2015 and 2017

Figure 11: Total US retail sales and forecast of dips and savory spreads, by segment, at current prices, 2012-22

Other channels slowly stealing share from traditional supermarkets

Figure 12: Total US retail market size of dips and savory spreads, by channel, at current prices, 2015 and 2017
**Dips and Savory Spreads - US - May 2018**

**Market Perspective**

**Rivalry from condiments, dressings, sweet spreads**
Figure 13: Total US retail sales of condiments and dips and savory spreads, at current prices, 2015 and 2017

**Pairing potential with growing snacks**
Figure 14: Total US retail sales of select snack categories and segments, at current prices, 2015 and 2017

**Interest in international food**
Figure 15: Interest in international flavors in retail food, any interest, October 2017

**Consumers prefer freshness of foods on store perimeter**
Figure 16: Attitudes toward the perimeter, any agree, April 2017

**Inspiration from foodservice**
Figure 17: Dips and spreads – select menu item dishes, by menu incidence change, Q4 2015-17
Figure 18: Dips and spreads – select flavors of ingredients, by menu incidence change, Q4 2015-17

**Market Factors**

**Snacking**
Figure 19: Snacking frequency, March 2017

**Food an important aspect during social gatherings**
Figure 20: Dips and spreads attitudes – sharing, March 2018

**Decline in households with children**
Figure 21: Households, by presence of own children, 2007-17

**Key Players – What You Need to Know**

**PepsiCo the standout leader in fragmented category**

**Refrigerated options continue to rise**

**Comparable quality, affordability help store brands**

**Individual portions make dips mobile, if wanted**

**Company and Brand Sales of Dips and Savory Spreads**

**PepsiCo leads diverse category**

**Sabra and Hormel find success with guacamole, hummus, and salsa**

**Packaging, product revamps benefit Kraft Heinz, HP Hood, and Clorox**

**Sales for Campbell Soup, Lancaster Colony fall**
Figure 22: Multi-outlet sales of dips and savory spreads, by leading companies, rolling 52 weeks 2017 and 2018

**What’s Working?**

**Refrigerated brands large and small**
Figure 23: Sabra TV advertisement – “Feel Good”
Figure 24: Multi-outlet sales of refrigerated dips, salsa, and spreads, by growing brands, rolling 52 weeks 2017 and 2018
Figure 25: Multi-outlet sales of refrigerated dips, salsa, and spreads, by total, top ten companies, others, and private label, rolling 52 weeks 2017 and 2018

**Private label has value advantage**
Figure 26: Multi-outlet sales change of private label dips and savory spreads, by total category and segments, rolling 52 weeks 2017 and 2018
Figure 27: Purchase intelligence of select private label dips and savory spreads, January 2017-March 2018

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Dips and Savory Spreads - US - May 2018

Claims that convey wholesomeness
- Figure 28: Dip and spread launches – select health and free-from claims, 2014-17
- Figure 29: GOODFOODS online video – “Welcome to the Good Life”
- Figure 30: Multi-outlet sales of refrigerated dips and spreads, by growing brands, rolling 52 weeks 2017 and 2018

Packaging for consumption anywhere
- Figure 31: Multi-outlet sales of refrigerated dips and spreads – portable, snack, and microwaveable packaging, rolling 52 weeks 2017 and 2018
- Figure 32: Purchase intelligence of select private label dips and savory spreads – portable and snack packaging, January 2017-March 2018

What’s Struggling?
- Fresh salsa struggles with value
  - Figure 33: Positive instant reaction and purchase intent of salsa – refrigerated and shelf-stable, January 2017-March 2018
  - Figure 34: purchase intent of select refrigerated salsa products, January 2017 - March 2018
- Picante struggles with identity
  - Figure 35: Multi-outlet sales of picante sauce, rolling 52 weeks 2017 and 2018
- Frozen lacks convenience and in-store positioning
  - Figure 36: Multi-outlet sales of frozen dips and spreads – declining brands, rolling 52 weeks 2017 and 2018
  - Figure 37: Multi-outlet sales of frozen dips and spreads, rolling 52 weeks 2017 and 2018

What’s Next?
- Inclusive of all diets
  - Figure 38: Dip and spread launches – vegan and select suitability claims, 2014-17
- Upscale and small batch selections
  - Figure 39: Dip and spread launches – premium, small batch/batches, handcrafted, or artisanal, 2014-17
- Flavors, ingredients from emerging global cuisine
  - Figure 40: Emerging international cuisine purchase, November 2017

The Consumer – What You Need to Know
- Widespread consumption of dips and savory spreads
- Salsa is most consumed dip
- Preference for refrigerated
- Dip and spread eaters are habitual
- Enthusiasm for sharing in the category
- Consumers seek greater diversity
- Desire for adaptability

Dips and Spreads Consumption
- Extensive consumption, especially for salsa and refrigerated
  - Figure 41: Dips and spreads consumption, March 2018
  - Figure 42: Dips and spreads format, March 2018
- Young adults are core consumers
  - Figure 43: Dips and spreads consumption – any dips or spreads, by age, March 2018
  - Figure 44: Repertoire of dips and spreads consumption, by age, March 2018
Household size drives variety
Figure 45: Dips and spreads consumption, by parental status, March 2018
Figure 46: Repertoire of dips and spreads consumption, by parental status and household size, March 2018

Category offers something for everyone
Figure 47: Dips and spreads consumption, by race and Hispanic origin, March 2018

Consumers turn to same brands, seek to indulge with balance
Figure 48: Dips and spreads behaviors, March 2018

Men eat dips more frequently, women more likely to make homemade dip
Figure 49: Dips and spreads behaviors – eat at least weekly, make from scratch, by gender, March 2018

Older consumers are more habitual, young adults experimental
Figure 50: Dips and spreads behaviors – brand loyalty, healthy and indulgent consumption, learn about from friends/family, by generations, March 2018

Parents seek consistent variety for themselves and family
Figure 51: Dips and spreads behaviors, by parental status, March 2018

Dips and Spreads Uses

Dips and spreads as snacks, pairings
Figure 52: Dips and spreads uses, March 2018

Women enjoy social aspect in category
Figure 53: Dips and spreads uses – as a snack, at social gatherings, during leisure time by myself, by gender, March 2018

Flexibility of dip and spread uses appeals to parents
Figure 54: Dips and spreads behaviors, by parental status, March 2018

Perceptions of Dips and Spreads

Refrigerated dips and spreads possess strong advantages
Figure 55: Correspondence analysis – Perceptions of dips and spreads, March 2018
Figure 56: Perceptions of dips and spreads, March 2018

Opportunity for refrigerated dips to target older consumers
Figure 57: Perceptions of dips and spreads – refrigerated, by age, March 2018

Affordability and convenience of dry mixes resonates with parents
Figure 58: Perceptions of dips and spreads – dry mixes, by age, March 2018

Dips and Spreads Attitudes

Sharing is inherent to the category
Figure 59: Dips and spreads attitudes, March 2018

Sharing inspires interest in global, premium, and healthy options
Figure 60: Dips and spreads attitudes – sharing with friends/family, by dips and spreads attitudes, March 2018

Social aspect, store brands more appealing to younger women
Figure 61: Dips and spreads attitudes – sharing with friends/family and store brands just as good as name brands, by gender and age, March 2018

Dips and Spreads Innovation

Interest in diverse and adaptable products
International flavor combinations may deliver premium, exotic options

Younger consumers seek convenience

Parents interested across innovation

Value-added packaging piques interest of large households

Appendix – Data Sources and Abbreviations

Data sources
Sales data
Fan chart forecast
Consumer survey data

Abbreviations and terms

Appendix – The Market

Appendix – Key Players

Figures 67–82: Sales and market share data for dips and savory spreads.