

Spreads and Dipping Sauces - China - September 2018

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“Ingredients are the most crucial factor in consumers’ decision-making process, with 52% of consumers saying they would like to buy spreads or dipping sauce if the product uses natural ingredients. However, a great number of consumers aren’t willing to compromise on healthiness for better flavours, suggesting opportunities for healthy products that do not sacrifice on taste.”

- Bella Li, Research Analyst

This report looks at the following areas:

- **Creating consumption occasions to motivate consumers to buy more spreads or dipping sauces**
- **New recipes can be the key to drive growth**
- **Products with health halos can be positioned as premium**

Spreads and dipping sauces are widely used and continuing to grow. Driven by an upgrade in consumption, shifts in retail channels, and their acceptance of new tastes, Chinese consumers are focusing more on the naturalness of ingredients, calorie intake, and other healthy attributes. They are paying more attention to their usage of spreads and dipping sauces and becoming more interested in exploring other options.

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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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