

Sauces and Seasonings - China - December 2019

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This report looks at the following areas:

- Ways to tap into household consumption
- Upgrading and diversifying “for children” condiments products
- Blending with leisure food and strengthening B2B sales are development directions for exotic sauces

The Sauces and Seasonings market is experiencing stable development. The sales value is contributed mainly by ascending raw materials prices and the rapid development of foodservice as well as the explosive growth of the food delivery business. Foreign enterprises accelerate their investments in the condiment market in China; domestic leading companies continue to upgrade product formula and enrich product lines by keeping innovation. A growth potential lies in broadening household consumption as families consider the major consumption force of sauces and seasonings products. Household Western-style cooking activities contribute to the growth possibility of exotic sauces in China market.



“The category is experiencing steady growth and improved in concentration. Category’s future lies in expanding household consumption as well as creating more BFY products. Consumers are showing sensitivity to ingredients and changing their cooking habits. Optimistic penetration of exotic sauce implies the growth potential and blurring opportunity in domestic market.”

Zhenni Wu, Research Analyst
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