

## Sauces and Seasonings - China - November 2013

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“To meet consumer demands for safety assurance, companies need to provide as much information as they can about ingredients and manufacturing. There are also opportunities for manufacturers to provide a wider variety of pack sizes. This can also help to differentiate brands amid so many competing similar products and brands.”  
 – Matthew Crabbe – Director of Research, Asia-Pacific

## This report looks at the following areas:

- What is the current state of the sauces and seasonings market in China and what are the trends, drivers of and barriers to growth?
- What are consumers' behaviour and attitudes towards sauces and seasonings market and how does this create new opportunities for manufacturers?
- Where are the opportunities for growth in sauces and seasonings market?
- How can product diversification drive consumption amid greater consumer diversity and range of sauces and seasonings market needs?
- How can sales be increased through different kinds of marketing via stores, through online media and traditional media?

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