

Trending Flavors and Ingredients in Dips and Sauces - US - May 2021

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This report looks at the following areas:

- The impact of COVID-19 on the dips and sauces market
- Attitudes and behaviors toward dip and sauce selection
- Dip and sauce varieties consumed
- Current and emerging flavor trends

Dips and sauces found strong sales growth in 2020 as consumers increased time at home and in the kitchen. Consumers turned readily to a variety of dips and sauces to fill the gap in culinary experiences, flavor, and cuisine exploration created by somewhat limited access to foodservice occasions, especially on premise. Still, product versatility plays a strong role in choice, indicating that sauces and dips have to tick a lot of boxes.



“Dips and sauces sit at the intersection of experience and versatility and consumers expect both in new innovation. The pandemic has given rise to positive sales growth for categories specifically tied to cooking and at-home snacking occasions.”

– Alyssa Hangartner, Flavor and Ingredient Trends Analyst

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