

Sauces, Seasonings and Spreads - China - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Market growth and competitive landscape in sauces and seasonings segments
- New product trends and marketing activities
- Product penetration and purchase channels of the major sauces segments
- Consumers' source of information on new products of sauces and seasonings
- Consumers' usage frequency of compound seasoning packs
- Consumers' interest to regional and exotic flavours
- Consumers' attitudes towards sauces and seasonings

Minus claims continue to dominate innovations of sauces, seasonings and spreads, such as the low-salt claim in soy sauce. Despite that, only 34% of respondents consider reduced salt as a premium feature for soy sauce, comparing to fortified nutrition (58%), umami-heavy taste (49%), organic (46%) etc. The data proves that only salt reduction is not strong enough to deliver higher value. Instead, consumers call for a combination of multiple advantages in one product in terms of nutrition, taste, natural ingredients and so on.

The resurgence of COVID-19 outbreaks hindered the demand for sauces and seasonings from the foodservice side, while retail sales stayed resilient thanks to the rise of in-home cooking and stockpiling among consumers. In the long run, with the gradual resumption of the catering industry, consumers are expected to cook less frequently at home and take more time to use up their stock of sauces, which will be a headwind for the growth of retail value.

Another big threat to the sauces category is the booming market for ready meals and dish kits. The increase in ready meal and dish kits will reduce usage of sauces and take part of its market. To deal with this challenge, sauce brands should speed up product innovation, collaborate with meal kits to offer recipe customisation, or partner with online recipes to retain consumers.



"The sauces, seasonings and spreads market has experienced slow but resilient growth in 2022 with the rise of in-home cooking and stockpiling amid the resurgence of COVID-19. As minus claims are becoming mainstream, soy sauces can further premiumise via nutrition fortification."

– Yifan Gu, Associate Director

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Except for features of the sauce itself, consumers speak highly of the user-friendly package designs such as re-sealable packs and squeeze tottle bottles, but echo less with sustainability. It is an opportunity for sauce brands to take further efforts on package innovation, delivering a more convenient usage experience with eco-friendlier solutions. In addition, differentiating opportunities are observed for compound seasoning packs. Brands are recommended to launch more novel flavours from both Chinese regional and exotic cuisines, highlighting specialisation and authenticity in communication to create a premium proposition.

What's included

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