

Trending Flavors and Ingredients in Dips and Sauces - US - 2022

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This report looks at the following areas:

- Motivations and attitudes towards new flavor trial in dips and sauces
- Spice level preferences in dips and sauces
- Interest in internationally inspired dip/sauce flavors and ingredients
- Interest and experience with emerging dip and sauce flavors and ingredients

Nearly all US adults (94%) use dips or sauces. The pandemic also boosted sales of dips and sauces, as these products act as relatively simple solutions to spice up the monotony of home cooking. Despite nearly universal penetration, dips and sauces still have room for growth. Most 2021 dip and sauce segment sales are stabilizing higher than pre-pandemic levels, suggesting how dips and sauces have become a more routine part of consumers' mealtimes.

Now, inflation is raising the prices of dips and sauces and their common counterparts (ie proteins, wheat snacks and corn snacks). The conflict in Ukraine will only lead to further shortages and price hikes of these commodities, threatening category growth. Given the current economic climate, brands can reemphasize how dressings and marinades provide flavor and function, helping to tenderize cheaper cuts of meat and add quality flavors and textures to everyday dishes. Dips and sauces also have the potential to help restaurants rebound, as they offer opportunities to keep well-established menu items fresh and exciting, with minimal added labor and touchpoints.



"Consumer interest and engagement in the dip and sauce category is strong and was heightened by the pandemic. Though an uncertain economy threatens to stunt growth, dips and sauces can be positioned as a relatively inexpensive solution to add quality flavors to everyday dishes."

– Anna Fabbri, Flavor and Ingredient Trends Analyst

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- **Position dips and sauces as affordable indulgences amid inflation**

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