

Trending Flavors and Ingredients in Dips and Sauces - US - 2023

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This report looks at the following areas:

- Dip/Sauce types consumed
- How application and usage impact interest, behavior and attitudes
- How ingredients and claims shape perceptions of healthy and premium associations
- Experience with and Interest in Flavors and Ingredients

Dips, sauces and dressings provide a reliable, budget friendly way to spice up at home eating. There is a strong correlation between health and premium associations – 48% agree that healthy ingredients make a product seem premium. Ingredients, then, can truly be the star of the show, imparting health halos and contributing to fresh, bright flavour.

Brands have an opportunity to bring in more users by providing clear guidance and general inspiration on how to get the most use, and use cases, out of dips and sauces. Younger and male consumers, especially are in need of this guidance. Luckily, 50% of consumers say dips and sauces make healthy foods taste more indulgent, furthering the opportunity as a meal/snack starter and/or enhancer.

Getting Gen Z and Millennials on board with dips and sauces, broadly, requires a bold take on flavors and inspiration from global cuisines. While most consumers are interested in flavor trial across categories, the less engaged younger set express positive trial or interest in flavors like mainstream sriracha or emerging chili crisp.



“Flavor versatility is critical for dips and sauces in proving value in the short term, but also points to increased opportunities to guide younger consumers on how to maximize the flavor potential for these products.”

– Kelsey Olsen, Food and Drink Analyst

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