

Dips and Savory Spreads – US – 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Purchase details of dips and savory spreads
- Usage occasions for dips and savory spreads
- Motivations to increase dips and savory spreads consumption
- Interest in dips and savory spreads innovations
- Dips and savory spreads attitudes and behaviors
- Associations with specific dips and savory spreads

Versatility is the cornerstone of growth for dips and spreads, and brands have a few paths to get there. Certainly, product innovation is an option, but versatility can be fostered through pairing ideas without altering products at all. This strategy is particularly effective, as dips/spreads that have well-established associations with pairings are among those purchased most often. Salsas, cheese dips/spreads and creamy dips/spreads, specifically, are most associated with salty snacks – a natural opportunity for the market to embrace. Products that can create more solidified associations with pairings beyond salty snacks and across different dayparts will increase their presence in households.

Even still, consumers will need good reason to increase use of dips/spreads, as the competition is stiff. The majority of consumers don't note significant motivation to increase usage of dips/spreads related to specific concepts, but parents and younger generations have more open minds and diverse needs to be met. As consumers continue to navigate evolved routines and economic circumstances, brands that can provide added convenience and a sense of premium will win.

While dips/spreads aren't an essential purchase at the grocery store, their accessibility and ability to boost at-home eating occasions is helping the market during a time of inflation. In fact, some segments (eg cheese dips/spreads, creamy dips/spreads, bean dip) are most often purchased by those who are struggling with their financial situations. Meaning that, dips and



“As consumers continue to eat and snack at home, dips and spreads can be there to amplify snacks, meals and appetizers with flavor and texture. Products that can prove their versatility at a variety of occasions will help earn their spot in both routine and special occasions.”

– Kelsey Olsen, Food and Drink Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Dips and Savory Spreads - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

spreads can continue to show up for consumers even as budgets are tighter, perhaps proving additional value through versatile uses that stretch one product to meet many needs.

MINTEL

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas:**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**

Figure 1: Total US sales and fan chart forecast of dips and savory spreads market, at current prices, 2017-27

Figure 2: Category outlook, 2022-27

- **Opportunities and challenges**
- **Bring value and loyalty through versatility**

Figure 3: Purchases of dips and savory spreads, purchased most often and also purchased, 2022

- **Expand ideas of dips and spreads to different dayparts**

Figure 4: Usage occasions of dips and spreads – NET – Any dip or spread, 2022

- **Create associations to encourage routine purchases**

Figure 5: Associations with specific dips and savory spreads, 2022

- **Innovate for the younger consumer**

Figure 6: Motivators to increase dips/spreads occasions, by generation, 2022

MARKET SIZE AND FORECAST

- **Back to steady growth following recent boosts**

Figure 7: Total US sales and fan chart forecast of dips and savory spreads market, at current prices, 2017-27

Figure 8: Total US retail sales and forecast of dips and savory spreads, at current prices, 2017-27

SEGMENT PERFORMANCE

- **Dips and spreads segments feel impact of changing times**

Figure 9: Total US retail sales and forecast of dips and savory spreads, by segment, at current prices, 2017-22

- **Evolving routines translate to shifts in shopping habits**

Figure 10: Total US retail sales of dips and savory spreads, by channel, at current prices, 2017-22

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

MARKET FACTORS

- **Dip into growth of salty snacks market**
Figure 11: Associations with specific dips and savory spreads, 2022
- **Accessibility of dips varies by financial situations**
Figure 12: Purchases of dips and savory spreads, NET – Any dip/spread purchase, by financial situation, 2022
- **Increased expectations as new item launches come back to play**
Figure 13: Trended savory spread sustainability and free-from claims over time, 2018–22

MARKET SHARE/KEY PLAYERS

- **Growth from a mix of classic and new ideas**
Figure 14: Multi-outlet sales of dips and savory spreads, by leading companies, rolling 52 weeks 2021 and 2022
- **Innovation drives growth in refrigerated/frozen dips and spreads**
Figure 15: Multi-outlet sales of refrigerated/frozen dips and spreads, by leading companies and brands, rolling 52 weeks 2021 and 2022
- **Value is winning for shelf stable brands**
Figure 16: Multi-outlet sales of shelf-stable dips and spreads, by leading companies and brands, rolling 52 weeks 2021 and 2022
- **Ups and downs for salsa and picante sauce**
Figure 17: Multi-outlet sales of salsa and picante sauce, by leading companies and brands, rolling 52 weeks 2021 and 2022

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Dip into meal times**
Figure 18: Meal-inspired dips and savory spreads, 2023
- **Create special occasions with seasonal offerings**
Figure 19: Seasonal dips and spreads products, 2022
- **Bring a sense of simply better with positive messaging**
Figure 20: Sustainable dips and savory spreads products, 2023
- **Plant based: No compromise needed**
Figure 21: Plant-based dips and spreads
- **Move beyond mainstream heat**
Figure 22: Spicy dips and savory spreads products, 2023
- **Highlight quality ingredients**
Figure 23: BFY dips and savory spreads products, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Dips and Savory Spreads - US - 2023



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Inspire fun, new occasions with brand mashups and partnerships**

Figure 24: Dips and savory spreads brand partnerships and line extensions, 2023

THE DIPS AND SAVORY SPREADS CONSUMER – FAST FACTS

- **Prioritize expanded occasions**
- **Bring a sense of specialty through flavors and ingredients...**
- **...but drive value through versatility**

PURCHASES OF DIPS AND SAVORY SPREADS

- **Drive loyalty through versatility**

Figure 25: Purchases of dips and savory spreads, purchased most often and also purchased, 2022

- **Familiarize female shoppers with more types**

Figure 26: Purchases of dips and savory spreads, NET – Any dip/spread purchase, by gender, 2022

- **Break the monotony for younger consumers**

Figure 27: Purchases of dips and savory spreads, NET – Any dip/spread purchase, by generation, 2022

ATTRIBUTES OF DIPS AND SAVORY SPREADS PURCHASED

- **Provide a sense of fresh**

Figure 28: Attributes of dips and spreads purchased, 2022

- **Engage the male consumer with convenient formats**

Figure 29: Attributes of dips and spreads purchased, by gender, 2022

- **Target parents with unique package offerings**

Figure 30: Attributes of dips and spreads purchased, by parental status, 2022

DIPS AND SAVORY SPREADS PURCHASE LOCATION

- **Connect the dots in store**

Figure 31: Purchase location of dips and spreads, 2022

- **Encourage exploration at differentiated retailers**

Figure 32: Purchase location of dips and spreads, by generation, 2022

- **Hone in on shopper needs at different retailers**

Figure 33: Purchase location of dips and spreads, by financial situation, 2022

USAGE OCCASIONS FOR DIPS AND SAVORY SPREADS

- **Highlight simplicity across occasions**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 34: Usage occasions of dips and spreads – NET – Any dip or spread, 2022

- **Round out family dinners with dips and spreads**

Figure 35: Usage occasions of dips and spreads – NET – Any dip or spread, by parental status, 2022

- **Create value with a range of solutions**

Figure 36: Correspondence Analysis – Symmetrical map – Dips and spreads use occasions, 2023

MOTIVATORS TO INCREASE DIPS AND SAVORY SPREADS OCCASIONS

- **Place value at the forefront**

Figure 37: Motivators to increase dips/spreads occasions, 2022

- **Buddy up to get the best of both worlds**

Figure 38: Motivators to increase dips/spreads occasions, by gender, 2022

- **Keep it casual with younger consumers**

Figure 39: Motivators to increase dips/spreads occasions, by generation, 2022

INTEREST IN DIPS AND SAVORY SPREADS FLAVOR/INGREDIENTS INNOVATION

- **Connect with consumers to create a premium feel**

Figure 40: Interest in dips/spreads flavor and ingredient innovation, 2022

- **Treat yourself to dips and spreads**

Figure 41: Interest in dips/spreads flavor and ingredient innovation, by gender, 2022

- **Prioritize quality for older shoppers**

Figure 42: Interest in dips/spreads flavor and ingredient innovation, by generation, 2022

INTEREST IN DIPS AND SAVORY SPREADS BFY/SUSTAINABILITY INNOVATION

- **Highlight the ingredient list**

Figure 43: Interest in dips/spreads better-for-you and sustainability innovation, 2022

- **Portray a sense of specialty**

Figure 44: Interest in dips/spreads better-for-you and sustainability innovation, by gender, 2022

- **Don't be bashful with boasts of betterness**

Figure 45: Interest in dips/spreads better-for-you and sustainability innovation, by generation, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

DIPS AND SAVORY SPREADS ATTITUDES AND BEHAVIORS

- **Support solidified routines**
Figure 46: Dips and spreads attitudes and behaviors, 2022
- **Show Gen Z that one dip can wear many hats**
Figure 47: Dips and spreads attitudes and behaviors, by generation, 2022
- **Spice up spreads for parents**
Figure 48: Dips and spreads attitudes and behaviors, by parental status, 2022

ASSOCIATIONS OF SPECIFIC DIPS AND SAVORY SPREADS

- **Collaborate with salty snacks**
Figure 49: Associations with specific dips and savory spreads, 2022
- **Inspire pairings relevant to younger consumers**
Figure 50: Associations with salty snack pairing of specific dips and savory spreads, by generation, 2022
- **Create occasions for the family**
Figure 51: Associations with specific dips and savory spreads, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

Figure 52: Total US retail sales and forecast of dips and savory spreads, at inflation-adjusted prices, 2017-27

Figure 53: Total US retail sales and forecast of refrigerated/frozen dips and spreads, at current prices, 2017-27

Figure 54: Total US retail sales and forecast of refrigerated/frozen dips and spreads, at inflation-adjusted prices, 2017-27

Figure 55: Total US retail sales and forecast of shelf-stable dips and spreads, at current prices, 2017-27

Figure 56: Total US retail sales and forecast of shelf-stable dips and spreads, at inflation-adjusted prices, 2017-27

Figure 57: Total US retail sales and forecast of salsa and picante sauce, at current prices, 2017-27

Figure 58: Total US retail sales and forecast of salsa and picante sauce, at inflation-adjusted prices, 2017-27

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.