“Niche segments of the sauces and seasonings market in China have potential to grow vigorously in the future. Foreign sauces need to better adapt to Chinese dietary habits. Brands can provide culinary assistance and utilize social media to better engage with young people. Packaging innovation remains a white space.”
– Karen Liu, Senior Research Analyst

This report looks at the following areas:

- Foreign sauces adapt to Chinese dietary habits
- Engaging young amateur cooks
- Scope for packaging innovations

Niche segments, especially foreign sauces, have potential to grow vigorously in the future. Companies need to adapt to Chinese consumers’ typical diets, through either product innovation or by educating consumers, to gain share.
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