

Condiments - US - November 2019

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This report looks at the following areas:

- Category engagement starts and ends with traditional condiments
- Taste and versatility are vital, yet under-delivered
- Small households need a boost

The category enjoys solid participation at 98%, indicating that growth will be difficult to come by and require increased consumption frequency and encouraging consumers to purchase more varieties of condiments. Recipe content, premium ingredients, unique flavors and gut health positioning are all opportunities for brands to increase frequency and purchase.



"The condiments category continues to experience modest growth, gaining 5.9% since 2015 with expectations to reach \$7.7 million by the end of 2019. Increased sales are largely supported by the growth of the category's largest segment, pickles, olives and relish, while other more fragmented segments in the category remain flat."

- Kaitlin Kamp, Food & Drink Analyst

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