



Flavors and Ingredients in Dips and Sauces: Incl Impact of COVID-19 - US - April 2020

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This report looks at the following areas:

- How the COVID-19 pandemic is impacting food shopping, preparation and consumption and use of dips and sauces
- How brands are helping consumers keep meal and snack time exciting
- "Go-to" flavors of dip and sauces
- What's next in flavors and ingredients for dips and sauces

Dips and sauces of all types play a critical role for consumers: to make foods taste better. In this unprecedented time of COVID-19, as Americans are hunkered down cooking and snacking at home, good taste and small comforts are more important than ever. This report looks across product categories to examine flavor and ingredient trends with dips, sauces, condiments and dressings, among others. We take a "now, near, next" approach to analyzing attitudes and usage when it comes to consumption patterns, consumer interest and awareness in flavors and ingredients. Providing this perspective provides opportunities for product development activities that can guide brands through in this unique era and through the challenging times ahead.



"Dips and sauces of all types play a critical role: to make foods taste better. In this unprecedented time of COVID-19, as Americans are hunkered down at home, cooking and snacking, enjoyment, good taste and small comforts are more important than ever."

– Mimi Bonnett, Food and Drink Research Director

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- **Versatility = value**
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