

# Sauces, Seasonings and Spreads - China - December 2020

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## This report looks at the following areas:

The Report covers the most commonly seen sauces, seasonings and spreads in the Chinese market, including Chinese traditional sauces and seasonings and foreign sauces and seasonings.

The Sauces, Seasonings and Spreads market in China is experiencing steady growth following the COVID-19 outbreak, driven by the leading segments' solid performance (ie soy sauce) and fast-growing compound seasonings.

As Chinese consumers deepen the habits of conscious sugar, salt and MSG intake further, preference for rich/strong flavours is highly claimed. This suggests consumers' evolving needs towards sauces, seasonings and spread consumption and usage. Leading category players and newcomers are adopting different approaches to meet consumers' diversified needs.



“Sauces, seasonings, and spreads is expected to enjoy a steady growth after COVID-19 due to growing frequency of in-home cooking. Retail value sales are expected to grow in all segments, with more concentrated market share to leading players. Consumers' changing dining habits and growing healthy consciousness is driving the channel diversity and product format innovations.”

**Ruyi Xu, Head of Reports,  
North Asia**

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