

SAUCES, SEASONINGS AND SPREADS – CHINA – 2023

By leveraging sensory and emotional experiences and tailoring products to specific health and safety needs, brands can spice up performance in the evolving market.



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Sauces, Seasonings And Spreads - China - 2023

This report looks at the following areas:

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- Market growth and competitive landscape of major sauces
- Marketing activities and new product trends of sauces, seasonings and spreads
- Consumers' usage of major and exotic sauces and spreads and compound seasoning packs
- Consumers' health and safety preferences for sauces and seasonings
- Consumers' considerations and behaviours towards purchasing sauces and seasonings
- Market potential of sauces, seasonings and spreads catering to emotional cravings, singlehood and ageing society.



By leveraging sensory and emotional experiences and tailoring products to specific health and safety needs, brands can spice up performance in the evolving market.

Overview

59% of consumers who cook Chinese cuisine a few times a week at home use compound seasoning packs at least once a week, compared to 54% of daily home cooks. Less experienced home chefs are growing as primary targets of recipe-style sauces and seasonings, and these single-dish-specific products can aid them with culinary convenience and confidence. This group is worth watching as condiment brands seek room for growth in compound sauces and seasonings.

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Recovering foodservices are squeezing out in-home condiment consumption, and consumers' changing diet habits to involve more semi-finished foods and delivery meals are also impacting the category. Brands are expected to invest more in healthier and more natural products and meet the functional demands of specific demographics like seniors.

Consumers are thirsty for real-world experiences in the post-pandemic era, with cuisines stimulating their senses and curiosity. Sauces, seasonings and spreads can amplify consumers' sensory experiences, leverage vivid flavours associated with emotions and improve storytelling about ingredient provenance.

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Report Content

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- Overview

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- Market factors

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- Market segmentation – vinegar
- Market segmentation – oyster sauce
- Market segmentation – tomato sauce
- Market segmentation – salad dressing
- Methodology
- Abbreviations

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