



# Sauces, Dips and Condiments in Vietnam

November 2023

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## Sauces, Dips and Condiments in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Reduced-salt trends influence developments in sauces, dips, and condiments

Masan maintains its lead thanks to new product developments and global development plans

Clean eating trends could suppress potential growth, while players aim to offer healthier variants

#### PROSPECTS AND OPPORTUNITIES

Natural ingredients and high-quality tastes attract consumers

Competition expected to remain dynamic over the forecast period

Ongoing developments in modern retail and e-commerce will enable a wider choice of brands and variants for consumers

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