



Euromonitor
International

Sauces, Dips and Condiments in Hong Kong, China

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Sauces, Dips and Condiments in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fewer occasions for home cooking reduce the demand for sauces, dips and condiments
The demand for affordability partially supports growth momentum of sauces
Campbell's latest mix-and-match marketing campaign links sauces and soups for complementary purchases to boost sales

PROSPECTS AND OPPORTUNITIES

Brands may need to rethink their strategy in response to the sluggish economic outlook
Continuous product innovation will keep Lee Kum Kee as the leading brand
Reduced occasions for home consumption will slow down e-commerce growth, due to less need for households to stock up

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Cooking Ingredients and Meals in Hong Kong, China - Industry Overview

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