



# Sauces, Dips and Condiments in Germany

March 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

No changes in the competitive landscape of sauces, dips and condiments

Old and new brands offer low-calorie versions of sauces

The increasing variety of flavours maintains dynamism in the category

#### PROSPECTS AND OPPORTUNITIES

Vegetarian and vegan population and reduced meat consumption to influence future trends

Tomato pastes and purées to retain positive reputation in Germany

Spice blends to continue attracting new consumers

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