**Condiments Sauces Market - Asia Pacific Industry Analysis, Size, Share, Growth, Trends and Forecast 2014 - 2020**

**Description:**
Asia Pacific condiments sauces market has experienced varied trends across countries such Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, the Philippines, Singapore, South Korea, and Thailand. Various aspects of sauce consumption are likely to experience rapid change due to changing food preferences and consumption patterns in these countries. Product innovations and development of different flavored condiments sauces offers consumers more options in way of taste preferences.

This market has been segmented by types of condiment sauces produced and consumed into seven types such as tomato ketchup, brown sauce, chili/hot sauce, mustard sauce, national specialty sauce, other condiment sauce, and soy sauce. It also provides an insight into value (USD million) and volume (kg million) of condiments sauce consumption in Asia pacific market. The study highlights current market trends and provides forecast from 2014 to 2020. In addition, current and future trends are also covered in this report.

By country, the market is segmented into Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, the Philippines, Singapore, South Korea, and Thailand. Furthermore, these countries are analyzed on the basis of the various condiments sauces consumed in these countries. By type, condiments sauce is segmented into seven types: tomato ketchup, brown sauce, chili/hot sauce, mustard sauce, national specialty sauce, other condiments sauces, and soy sauce. The report also provides insight into value (USD, AUD, CNY, HKD, INR, IDR, JPY, MYR, NZD, PHP, SGD, KRW, THB million) and volume (kg million) of condiments sauces consumption in Asia Pacific.

This report also covers country wise preferences for different condiments sauces such as India, Australia, Hong Kong, Indonesia, Singapore, Thailand, Malaysia, and Philippines for tomato ketchup, China, Japan, South Korea for soy sauce and New Zealand for national condiments sauce. In Australia, Hong Kong, Indonesia, Singapore, Thailand, Malaysia, and Philippines tomato based products are dominating both table and cooking sauces markets with different varieties of ketchup. Limited editions of a few varieties or flavors produced using a particular type of tomato has begun to make an advent in the table sauce market. In China, Japan, South Korea, the growth in consumption of soy sauce is attributed to the increasing demand of that sauce as homemade food ingredients.

Hence, food manufacturers are launching a variety of soy sauce to help consumers create a genuine dining experience at home. Across most product categories, New Zealand consumers show a strong preference for local brands of condiment sauces and believe that local companies truly understand their desire, providing better value for the money when compared with foreign brands of condiment sauces. The condiment sauce market in Asia Pacific is likely to expand at a healthy CAGR over the next six years due to increased usage of condiment sauces in fast food items in major markets such as China, Japan, India, Australia, South Korea and New Zealand. China is anticipated to be the largest consumer of condiment sauces followed by Japan, by 2020.

Changing lifestyles and changing eating pattern of consumers in China would boost the consumption of condiment sauces in the country during the forecast period. It has become an important market for international brands due to its vast potential for growth. This report helps manufacturers, suppliers and distributors to understand the present and future trends in this market and formulate their strategies accordingly. Widening distribution channels and product innovation would further boost the growth of condiment sauce market in the near future.

Condiment sauces are sold through a variety of channels. Distribution of products is another area of significant value addition. Major distribution channels such as cash and carries, warehouse clubs, dollar stores', variety stores, general merchandise, retailers, supermarkets/hypermarkets, convenience stores, food and drinks specialists are among the most preferred destinations/channels for the sale of condiments sauces. Supermarkets and convenience stores have become popular channels for purchase of goods due to improvement in the standard of living of people in Asia Pacific. Supermarkets and hypermarkets are likely to dominate the distribution channel by 2020. Emerging markets such as Australia, South Korea, New Zealand, Indonesia, and Hong Kong are anticipated to witness significant increase in consumption of condiment sauces due to increased disposable income in near future.
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