Global Sauces, Condiments, and Dressing Market - Growth, Trends, and Forecasts (2016 - 2021)

Description: Market Insights

Sauces, condiments, and dressings have been an integral part of the global food culture. The growing urbanization, high disposable income, and increased interest in multi-cuisine culture are expected to drive the market for these products. Owing to the growing product innovations and product differentiation, the global market for sauces, condiments and dressings is expected to cross USD 35.6 billion by 2021 at a CAGR of 4.7%.

Market Dynamics

The rising demand for spices and ethnic food around the world and changing eating patterns with the adoption of multi-cuisine cooking have been the major driving forces for the market growth of sauces, condiments, and dressings. The demand for different kinds of sauces across the Asia-Pacific region shows the diversified trend of the industry. The demand for natural and organic-based products and product innovations would provide the potential for further growth. The fragmented industry structure in the developing regions and growing concerns over product labelling and ingredient quality are the major constraints faced by the industry.

Market Segmentation

The global sauces, condiments, and dressings market is segmented on the basis of product type, ingredients distribution channels, and geography. By the product type, the market is broadly segmented into table sauces and dressings, dips, cooking sauces, pastes and purees, pickled products, and others. Cooking sauces like dry sauce, pasta sauce, and herbs & spices account for the majority of the market share, followed by table sauces and dressings. Dips and pickled products are expected to show the highest growth potential in the forecast period. By ingredients, fruits and vegetables have most of the demand, followed by condiments and herbs & spices. Food additives like texturants and flavor enhancers are expected to grow at a high CAGR. These products are easily available in almost all distribution channels. Hypermarkets, supermarkets, specialty retail chains, and convenience stores are the major channels adopted by the industry. The improving lifestyle in the developed and developing countries is likely to support the growth of hypermarkets and supermarkets in the next five years.

Regional Analysis

Europe dominates the global market for sauces, condiments and dressing products, with more than one-third of the market demand, followed by North America. The rapid urbanization and changing food habits in the developing regions of Asia-Pacific and South America are expected help the sauces market grow at a fast pace. By country, Germany, China, India, Korea, the US, and Australia exhibit a high growth potential. The demand for condiments and sauces is expected to increase further in China and Japan, owing to the growing fast food culture in these countries. European consumers, on the other hand, show interest in the basic products that are used in cooking at home.

Competitive Environment

The major companies are currently focusing on product line innovations for catering to the evolved, health-conscious consumer base in North America and Europe. Some of the new products marketed in these regions are Béchamel, Béarnaise, Hollandaise, and curry sauces. The increase in market value in last five years is attributed to the high investment by manufacturers in product innovations and packaging. The market is fairly fragmented among numerous local and regional players.

The major companies operating in the segment are:

ConAgra Food Inc.
Key Deliverables in the Study

Market analysis for the sauces, condiments and dressings market, with region-specific assessments and competition analysis on a global and regional scale.

Market definition along with the identification of key drivers and restraints.

Identification of factors instrumental in changing the market scenario, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale.

Extensively researched competitive landscape section with profiles of major companies along with their market share.

Identification and analysis of the macro and micro factors that affect the sauces, condiments and dressings market on both global and regional scale.

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.

Insights on the major countries/regions where this industry is growing and to also identify the regions that are still untapped.

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