

Sauces, Dips and Condiments in the US

November 2023

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Sauces, Dips and Condiments in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit price hikes drive consumers to selectively commoditise
Chili sauces maintains momentum despite supply chain woes
Rao's caps a dazzling half-decade by joining the Campbell's portfolio

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Premiumisation will show continued success for selected categories and brands
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Experimentation and education will expand growth potential for the category

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