

Sauces, Dips and Condiments in South Africa

November 2023

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Sauces, Dips and Condiments in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Move towards recipe sauces for convenience and due to power outages
Brand loyalty lacking due to competition, but some brand innovations still seen
Foodservice sales rise as rolling blackouts impact consumption patterns

PROSPECTS AND OPPORTUNITIES

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Digitalisation to drive better integration between fresh food and pantry staples

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