

# Sauces, Dips and Condiments in Bosnia and Herzegovina

November 2023

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# Sauces, Dips and Condiments in Bosnia and Herzegovina - Category analysis

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Rising interest in international cuisine spurs sales growth in sauces, dips and condiments A remarkable performance for salad dressings as consumers choose healthier eating New products in table sauces seek to appeal to busy, time-pressed consumers

### PROSPECTS AND OPPORTUNITIES

Modest sales growth ahead as innovation balances negative population growth

Demand for salad dressings to soar as consumers prioritise health and convenience

Rise of e-commerce presents opportunities to smaller players and less well-known products

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