Euromonitor International

Sauces, Dips and Condiments in China

November 2025

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Sauces, Dips and Condiments in China - Category analysis

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2025 DEVELOPMENTS

Declining population and economic challenges hinder growth

INDUSTRY PERFORMANCE

Shift towards healthier options

Salad dressings lean on healthy positioning and new product developments

WHAT'S NEXT?

Falling frequency of at-home cooking to negatively impact sauces, dips and condiments

New brands ride on natural and authentic positioning

Strong health and technological developments to improve pickled products

COMPETITIVE LANDSCAPE

Foshan Haitian Flavouring & Food responds to consumer trends with new series

Private label stirs in sauces, dips and condiments

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Growing competition for supermarkets

Warehouse clubs gain traction through a wider presence and value for money positioning

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Cooking Ingredients and Meals in China - Industry Overview

EXECUTIVE SUMMARY

Sales hit by sluggish economy and declining household consumption

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthier direction of travel

Clean label remains the key health claim in meals and soups

Health-orientated move in sauces, dips and condiments

WHAT'S NEXT?

Convenience categories to the fore

Online grocery retailers to increase penetration and gain importance in ready meals and quick recipe kits
Use of technology to develop healthier pickled products

COMPETITIVE LANDSCAPE

The leading player develops a functional and customised offer
Fujian Xinmeichen Food answers consumers cooking and lifestyle needs with NIUSAZZ frozen pizza

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