



**Euromonitor
International**

Sauces, Dips and Condiments in South Africa

November 2025

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Sauces, Dips and Condiments in South Africa - Category analysis

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2025 DEVELOPMENTS

Sales benefit from home cooking trend but price-sensitivity persists

INDUSTRY PERFORMANCE

Home cooking trend supports sales of basic ingredients

Pasta sauces enjoy healthy growth in 2025

WHAT NEXT?

Importance of home cooking will support category growth

Health and wellness trends will drive product reformulations

New food labelling regulations are being considered

COMPETITIVE LANDSCAPE

Unilever Group edges forward in 2025

Private label extends its prominence with greater product diversity

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Cooking Ingredients and Meals in South Africa - Industry Overview

EXECUTIVE SUMMARY

Rise in home cooking boosts demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and convenience trends provide growth stimulus

Price hikes and evolving cooking habits impact edible oils

High cost of living weighs on purchasing decisions driving value choices

WHAT'S NEXT?

Prevalence of home cooking will nurture category performance

Brands to seek new ways to create value as price competition becomes unsustainable

Strong growth potential ahead for retail e-commerce

COMPETITIVE LANDSCAPE

Tiger Consumer Brands Ltd holds a slim lead in fragmented landscape

Unilever South Africa (Pty) Ltd is a well-established player with familiar brands

CHANNELS

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Small local grocers still play a crucial role

On-demand delivery services support development of retail e-commerce

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