



Sauces, Dips and Condiments in Italy

November 2025

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Sauces, Dips and Condiments in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales benefit from busy households seeking timesaving meal components

INDUSTRY PERFORMANCE

Rising demand for practical and convenient options supports category growth in 2025

Dry recipe mixes push overall growth thanks to offer of convenience and efficiency

WHAT'S NEXT?

Growth drivers include clean ingredients and broader variety of ethnic offerings

Rising demand for clean, organic and functional variants

Differentiation set to become critical for success

COMPETITIVE LANDSCAPE

Star benefits from wide presence and investment in advertising

Fili Saclà focuses on ethnic range and gains B Corp certification

CHANNELS

Supermarkets maintains distribution lead in 2025

E-commerce benefits from broad offer including niche and hard-to-find variants

CATEGORY DATA

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Cooking Ingredients and Meals in Italy - Industry Overview

EXECUTIVE SUMMARY

Demand for convenience and high-quality food benefits sales

KEY DATA FINDINGS

Hectic lifestyles support growth in cooking ingredients and meals

Olive oil sees falling prices as olive harvest recovers

Demand becomes more sophisticated as consumers show willingness to experiment

WHAT'S NEXT?

Value sales growth set to continue as meal kits expands

Edible oils will benefit from traditional importance of olive oil, though remains susceptible to several influences

COMPETITIVE LANDSCAPE

Coop Italia leads with broad private label portfolio

HelloFresh rises fastest as meal kits continues to expand

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Supermarkets remains favoured distribution channel in 2025

Retail e-commerce enjoys fastest growth among distribution channels

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