Euromonitor International

Sauces, Dips and Condiments in Germany

November 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Sauces, dips and condiments grows steadily through home cooking trends and flavour innovation
Clean-label and everyday wellness drive reformulation and innovation
Delverde responds to budget-conscious households with restaurant-style convenience
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Sauces to maintain leadership and dips to drive dynamic growth
Clean-label and wellness demands to drive recipe simplification and premiumisation
Versatile flavours and meal solutions to unlock consumer engagement
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COMPETITIVE LANDSCAPE

Aldi Einkauf GmbH & Co oHG leverages price sensitivity to surpass Unilever Deutschland GmbH
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Discounters gain share as private label outpaces brands
Retail e-commerce grows gradually through demand for speciality and premium products
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Clean-label formulation and precision dosing advance product design
Ready-to-use meal solutions and versatile formats redefine convenience
Private label design and premium segmentation reshape competitive dynamics

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Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
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COUNTRY REPORTS DISCLAIMER

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