Euromonitor International

Sauces, Dips and Condiments in the United States

November 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Tight budgets constrain value growth as consumers trade down
Kroger leverages affordable global cuisine through home cooking push
Bold flavours reshape sauces as chef-led brands push premium experimentation
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Modest value growth expected as consumers remain price-conscious
Health-driven flavour demand to reshape competitive dynamics
Clean-label reformulation to drive premiumisation
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leaders lose share as premium and private label reshape competitive dynamics
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Supermarkets lead but cede ground as shoppers shift to online grocery
E-commerce nears a quarter of sales driven by shelf-stable products
Chart 1 Retail Channels 2021-2026

PRODUCTS

Multi-use formats and concentrated sauces redefine product design
Chef-led brands lead with harder-to-copy flavours and restaurant-derived formulations
Product innovation raises the bar for legacy brands and shifts where value accrues

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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