



# Sauces, Dips and Condiments in Singapore

November 2025

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## Sauces, Dips and Condiments in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Innovation focuses on liquid recipe sauces

#### INDUSTRY PERFORMANCE

Sales grow in 2025 with sauces, dips and condiments being cooking staples

Liquid recipe sauces thriving due to growing variety of options and convenient nature

#### WHAT'S NEXT?

Retail and foodservice sales set for steady growth buoyed by interest in international flavours

Extension of Nutri-Grade labelling regulations to include sauces and condiments

Convenience set to continue fuelling the growth of liquid recipe sauces

#### COMPETITIVE LANDSCAPE

Lee Kum Kee Co Ltd continues to lead the category in 2025.

Prima thriving thanks to ongoing investment in new liquid recipe sauces

#### CHANNELS

Supermarkets remains the dominant retail channel in 2025

E-commerce continues to make strong gains

#### CATEGORY DATA

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## Cooking Ingredients and Meals in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Consumers demanding healthy foods and convenience

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Cooking ingredients and meals sees steady growth in 2025 with Nutri-Grade labelling on the horizon

Liquid recipe sauces and olive oil the standout performers in 2025

Chilled and frozen ready meals benefit from new product development

#### WHAT'S NEXT?

Stronger growth predicted thanks to influence of social media and a stronger focus on home cooking

Health and wellness trend informing new product development  
Foodservice presents challenges and opportunities for the market

## COMPETITIVE LANDSCAPE

Lam Soon retains the lead with broad offering of popular edible oils  
Swift Health thriving with its premium honey while private label also makes gains

## CHANNELS

Supermarkets dominate distribution with ongoing investment in new sales strategies  
E-commerce on the rise thanks to improvements in functionality, accessibility and security

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