



Euromonitor  
International

# Sauces, Dips and Condiments in Indonesia

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

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Economic challenges hinder household demand but innovation bolsters sales

#### INDUSTRY PERFORMANCE

Economic pressures limit growth in sauces, dips and condiments as consumers look for savings

Indonesians developing an appetite for salad dressings

#### WHAT'S NEXT?

An improving economy and the search for convenience set to be key growth drivers

Low salt products and plant-based stocks gaining relevance as part of wider health trend

New regulation set to encourage healthier eating habits

#### COMPETITIVE LANDSCAPE

Unilever rides a wave of challenges thanks to investment in new product development and marketing

Kewpie sees dynamic growth by tapping into the demand for healthy convenience

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## Cooking Ingredients and Meals in Indonesia - Industry Overview

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Ongoing economic challenges encourage consumers to trade down

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Need for convenience and economic pressures impact purchasing behaviour

Consumer purchasing decisions being shaped by health and wellness concerns

Social media and digital marketing playing a vital role in the market

#### WHAT'S NEXT?

Bright outlook for the market with sales set to benefit from an economic recovery

Increasing health consciousness set to inform demand and innovation

New labelling regulation set to transform the market

## COMPETITIVE LANDSCAPE

Unilever remains on top despite being impacted by a boycott

Kewpie sees strong gains while Ajinomoto closes the gap on Unilever

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sauces-dips-and-condiments-in-indonesia/report](https://www.euromonitor.com/sauces-dips-and-condiments-in-indonesia/report).