



# Sauces, Dips and Condiments in Portugal

November 2025

[Table of Contents](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Return to dining out more frequently hinders sales growth

### INDUSTRY PERFORMANCE

Consumers balance tradition and curiosity with new flavour experiences

Classic sauces maintain popularity amid growing diversification

### WHAT'S NEXT?

Category growth to continue, supported by innovation and global influences

Health and naturalness shape reformulations and new product development

Sustainability remains a key strategic priority for leading players

### COMPETITIVE LANDSCAPE

Unilever maintains leadership through strong brands and active promotions

Ponte Vertical drives category dynamism with international flavours

### CHANNELS

Supermarkets remain the main destination for sauces, dips and condiments

E-commerce gains traction as consumers seek convenience and choice

### CATEGORY DATA

Table 1 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 2 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 3 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 5 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 6 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 7 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 8 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 9 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 10 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 11 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 12 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 13 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

[Cooking Ingredients and Meals in Portugal - Industry Overview](#)

## EXECUTIVE SUMMARY

Widening product range in many areas supports growth

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Convenience remains a key driver as consumers seek time-saving solutions

Growing demand for affordable, traditional meal options

Health and naturalness continue to shape consumer preferences

Price sensitivity influences purchasing behaviour

### WHAT'S NEXT?

Steady forecast growth with stronger focus on affordability and value  
Convenience and meal solutions to lead category development  
Sustainability and innovation to remain central themes

## COMPETITIVE LANDSCAPE

Sonae maintains category leadership through private label strength  
Unilever sustains a strong branded portfolio and marketing investment  
Nueva Pescanova emerges as the most dynamic player  
Private label gains visibility and trust

## CHANNELS

Supermarkets remain dominant, supported by expansion and promotions  
E-commerce drives dynamism through convenience and alignment with in-store offers  
Foodservice supported by tourism but constrained by price sensitivity

## MARKET DATA

Table 14 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025  
Table 15 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025  
Table 16 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025  
Table 17 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025  
Table 18 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025  
Table 19 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025  
Table 20 - Penetration of Private Label by Category: % Value 2020-2025  
Table 21 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025  
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030  
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030  
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030  
Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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