



# Sauces, Dips and Condiments in China

November 2025

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

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Declining population and economic challenges hinder growth

#### INDUSTRY PERFORMANCE

Shift towards healthier options

Salad dressings lean on healthy positioning and new product developments

#### WHAT'S NEXT?

Falling frequency of at-home cooking to negatively impact sauces, dips and condiments

New brands ride on natural and authentic positioning

Strong health and technological developments to improve pickled products

#### COMPETITIVE LANDSCAPE

Foshan Haitian Flavouring & Food responds to consumer trends with new series

Private label stirs in sauces, dips and condiments

#### CHANNELS

Growing competition for supermarkets

Warehouse clubs gain traction through a wider presence and value for money positioning

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## Cooking Ingredients and Meals in China - Industry Overview

### EXECUTIVE SUMMARY

Sales hit by sluggish economy and declining household consumption

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Healthier direction of travel

Clean label remains the key health claim in meals and soups

Health-orientated move in sauces, dips and condiments

#### WHAT'S NEXT?

Convenience categories to the fore

Online grocery retailers to increase penetration and gain importance in ready meals and quick recipe kits  
Use of technology to develop healthier pickled products

## COMPETITIVE LANDSCAPE

The leading player develops a functional and customised offer  
Fujian Xinmeichen Food answers consumers cooking and lifestyle needs with NIUSAZZ frozen pizza

## CHANNELS

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Retail e-commerce fits strongly with the convenience shopping trend

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