



Sauces, Dips and Condiments in South Africa

November 2025

Table of Contents

Sauces, Dips and Condiments in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales benefit from home cooking trend but price-sensitivity persists

INDUSTRY PERFORMANCE

Home cooking trend supports sales of basic ingredients

Pasta sauces enjoy healthy growth in 2025

WHAT NEXT?

Importance of home cooking will support category growth

Health and wellness trends will drive product reformulations

New food labelling regulations are being considered

COMPETITIVE LANDSCAPE

Unilever Group edges forward in 2025

Private label extends its prominence with greater product diversity

CHANNELS

Supermarkets increase share by delivering value and innovation to shoppers

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 South Africa - Industry Overview

EXECUTIVE SUMMARY

Rise in home cooking boosts demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and convenience trends provide growth stimulus

Price hikes and evolving cooking habits impact edible oils

High cost of living weighs on purchasing decisions driving value choices

WHAT'S NEXT?

Prevalence of home cooking will nurture category performance

Brands to seek new ways to create value as price competition becomes unsustainable

Strong growth potential ahead for retail e-commerce

COMPETITIVE LANDSCAPE

Tiger Consumer Brands Ltd holds a slim lead in fragmented landscape

Unilever South Africa (Pty) Ltd is a well-established player with familiar brands

CHANNELS

Supermarkets take a decisive lead

Small local grocers still play a crucial role

On-demand delivery services support development of retail e-commerce

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-south-africa/report.