



Euromonitor  
International

# Sauces, Dips and Condiments in the United Kingdom

November 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Growth fuelled by innovation and new flavours

### INDUSTRY PERFORMANCE

Mixed performances seen across the market with younger consumers displaying new preferences

Chilli sauces on the rise as consumers show a growing appetite for spicy food

### WHAT'S NEXT?

Focus on home dining and retail innovation set to fuel growth

Consumers likely to demand healthier, cleaner and more natural products

Sauces and condiments thrive on bold innovation and global tastes while authenticity remains key amid rising variety

### COMPETITIVE LANDSCAPE

Heinz retains the lead thanks to ongoing investment in new product development

Provenance and authenticity key factors behind the success of Filippo Berio

### CHANNELS

Hypermarkets and supermarkets dominate

E-commerce continues to make gains thanks to its convenience and variety of choice

### CATEGORY DATA

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

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[Cooking Ingredients and Meals in the United Kingdom - Industry Overview](#)

## EXECUTIVE SUMMARY

Growing interest in global cuisine and authentic flavours

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Sales increase thanks to increased price stability and the need for convenience

Consumers look for innovation and a more authentic experience

Focus on UPFs pushes demand towards healthier and more natural options

### WHAT'S NEXT?

Sales set to grow despite further price increases

Government regulation and a focus on healthier eating set to influence the market  
Innovation will be key to building and retaining interest across the market

## COMPETITIVE LANDSCAPE

Kraft Heinz retains the lead by adapting to evolving market trends  
Smaller players seeing dynamic growth through authentic and innovative offerings

## CHANNELS

Supermarkets and hypermarkets remain the key distribution channels  
Competition increases as online and offline retailers compete for share

## MARKET DATA

Table 14 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025  
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## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

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- **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.
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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-the-united-kingdom/report](http://www.euromonitor.com/sauces-dips-and-condiments-in-the-united-kingdom/report).