



Euromonitor
International

Sauces, Dips and Condiments in Belgium

November 2025

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Sauces, Dips and Condiments in Belgium - Category analysis

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2025 DEVELOPMENTS

Indulgence and convenience trends fuel growth

INDUSTRY PERFORMANCE

Key health and indulgence trends spur sauces, dips and condiments

Company investments boost bouillon's performance

WHAT'S NEXT?

Limitations on retail growth amidst changing consumer behaviour

Local consumers to embrace international options

Naturalness and taste to drive health and wellness

COMPETITIVE LANDSCAPE

Unilever Belgium leads with a wide and popular brand portfolio

Barilla Alimentare launches novelties to add dynamism to the category

CHANNELS

Lower prices help discounters to gain ground on supermarkets

Grocery retailers and pure online retailers develop the offer and sales of sauces, dips and condiments

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Cooking Ingredients and Meals in Belgium - Industry Overview

EXECUTIVE SUMMARY

Good performance as unit prices stabilise

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience and indulgence trends provide key growth drivers

Health and wellness positioning gains weight

Innovation helps to raise the profile of and stimulate interest in meal kits

WHAT'S NEXT?

Easing of economic pressures to engender a push-pull effect

Consumers to show sophistication in their product choices

Sunday opening to spur purchases of premium options

COMPETITIVE LANDSCAPE

Strong private label presence across cooking ingredients and meals

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