



# Sauces, Dips and Condiments in France

November 2025

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

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Younger consumers seeking exotic flavours and healthier options

#### INDUSTRY PERFORMANCE

Sauces, dips and condiments sees steady growth as prices stabilise

Dips and pasta sauces benefit from their versatility

#### WHAT'S NEXT?

Price stability likely to cap value growth but sales potential remains

French-grown seed could boost mustard sales

Healthy eating trends will continue to inform new product development

#### COMPETITIVE LANDSCAPE

Unilever leads but competition intensifies with widespread innovation seen in the market

Saclà sees dynamic growth as other players focus on new packaging developments

#### CHANNELS

Hypermarkets and supermarkets continue to dominate sales with wide and trusted product selection

Direct online sales rise while convenience stores benefit from improving economy

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## Cooking Ingredients and Meals in France - Industry Overview

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Ongoing price-sensitivity despite lower inflation

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Cooking ingredients and meals sees steady growth as prices stabilise

France updates its Nutri-Score system to help consumers make healthier choices

“Made in France” remains a key selling point

#### WHAT'S NEXT?

Modest growth outlook with consumers likely to remain cautious in their spending

Sustainability becoming a growing concern

Manufacturers will need to respond to the growing demand for healthier options

## COMPETITIVE LANDSCAPE

Unilever leads but many consumers prefer local French brands or private label

Menguy's benefits from increasing popularity of peanut butter while HelloFresh targets higher value customers

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