



Euromonitor
International

Sauces, Dips and Condiments in the Netherlands

November 2025

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Sauces, Dips and Condiments in the Netherlands - Category analysis

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2025 DEVELOPMENTS

Younger consumers' love of South Korean cuisine opens up opportunities

INDUSTRY PERFORMANCE

Sales volume remains stable, while category shows value growth

Mayonnaise benefits from new flavours

WHAT'S NEXT?

New uses of mayonnaise will help to drive sales volume growth

Consumers will be interested in products with a more natural functionality

Raised awareness of sustainability issues will shape the category

COMPETITIVE LANDSCAPE

Unilever benefits from price growth

Companies with Asian influences perform well

CHANNELS

Supermarkets dominates, but its share is falling

Supermarkets dominates, but its share is falling

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Cooking Ingredients and Meals in the Netherlands - Industry Overview

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Price increases boost value sales but so does premiumisation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumers are increasingly interested in health and wellness

Convergence of trends

WHAT'S NEXT?

Positive outlook supported by demand for convenience

Health and wellness trend to exert growing influence

Potential threat from supply chain volatility

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