



Euromonitor
International

Sauces, Dips and Condiments in Colombia

November 2025

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Sauces, Dips and Condiments in Colombia - Category analysis

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2025 DEVELOPMENTS

Trend towards home-cooked meals and careful spending impact sauces, dips and condiments

INDUSTRY PERFORMANCE

Economic challenges reinforce the appeal of affordable and familiar brands

Herbs and spices thrive on home-cooking momentum and younger consumer engagement

WHAT'S NEXT?

Culinary fusion and digital storytelling to expand consumer engagement

Health and wellness innovation to redefine category positioning

Private label dips expand as healthy snacking culture evolves

COMPETITIVE LANDSCAPE

Market polarisation between value-led and premium gourmet offerings

McCormick strengthens portfolio through bold flavour innovation

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Traditional grocers retain reach but face growing competition from modern retail

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Cooking Ingredients and Meals in Colombia - Industry Overview

EXECUTIVE SUMMARY

Colombia's cooking ingredients and meals market grows through value-driven strategies

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Home cooking revival drives innovation in herbs, spices and seasonings

Collaborations between brands strengthen visibility and consumer engagement

Digital influence and experiential marketing reshape brand strategies

WHAT'S NEXT?

Innovation to remain centred on health, convenience and differentiation

Social media and emotional connection will continue to shape purchasing behaviour

Health-focused reformulations and plant-based innovation to gain momentum

COMPETITIVE LANDSCAPE

Private label consolidates leadership amid fragmentation

Smaller local players gain ground through specialisation and premium appeal

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