



**Euromonitor
International**

Sauces, Dips and Condiments in Germany

November 2025

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Sauces, Dips and Condiments in Germany - Category analysis

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2025 DEVELOPMENTS

Growth through affordability and versatility

INDUSTRY PERFORMANCE

Outdoor dining options gain popularity while interest in spices grows

Players look to offer healthier pasta sauces

WHAT'S NEXT?

Health and diversification continue to grow in importance

Popularity of Mediterranean food to pique interest in tomato pastes and purées

Consumer experimentation to increase the use of a variety of sauces with international dishes

COMPETITIVE LANDSCAPE

Established brands and private label remain popular

Kikkoman Trading Europe gains from an authentic and widening range of Asian options

CHANNELS

Large modern grocery retailers dominate the landscape

E-commerce offers promise as a channel for sauces, dips and condiments

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Cooking Ingredients and Meals in Germany - Industry Overview

EXECUTIVE SUMMARY

Strong retail value sales growth in line with key trends in packaged food

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Players adapt to market conditions

Convenience increases weight in consumer choices

Plant-based options enjoy rising demand

WHAT'S NEXT?

Sustainability to help shape the offer and presentation

Healthier and functional products to pique the interest of consumers

Easing price movements to push organic edible oils

COMPETITIVE LANDSCAPE

Strong private label offer in cooking ingredients and meals

Branded players look to capitalise on key trends

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