



Sauces, Dips and Condiments in Singapore

October 2024

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Sauces, Dips and Condiments in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience and product innovation fuel growth in sauces, dips and condiments
Lee Kum Kee maintains its lead through localised innovation and strong brand loyalty
Spicy flavour innovations ignite growth in chilli sauces

PROSPECTS AND OPPORTUNITIES

Flavour innovations will continue to drive consumer interest
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Foodservice volumes will continue to expand

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