



**Euromonitor
International**

Sauces, Dips and Condiments in New Zealand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The rise of cooking at home boosts sales of sauces, herbs and spices
Affordability and multiple pack sizes appeal to consumers managing their budgets
Health and wellness remains a key driver of innovation and sales

PROSPECTS AND OPPORTUNITIES

Traditional products have strong brand loyalty, however, space for innovation remains
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Innovation will focus on balancing interesting flavours with nutritional benefits

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Cooking Ingredients and Meals in New Zealand - Industry Overview

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