



Sauces, Dips and Condiments in Ireland

November 2023

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Sauces, Dips and Condiments in Ireland - Category analysis

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2023 DEVELOPMENTS

Growing role of advertising in stimulating consumption
The influence of the rising cost of living on consumer choices
Novel flavours and health-orientated alternatives pique interest

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Expected shift to smaller packaging, cleaner labels and stronger marketing campaigns
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Steady consolidation expected in the competitive landscape

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