

Sauces, Dips and Condiments in the Netherlands

October 2024

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Sauces, Dips and Condiments in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume declines as price hikes lead consumers to reassess their purchases Convenient meal solutions become rising competition for sauces Heinz focus on unique flavour innovations to engage consumers in 2024

PROSPECTS AND OPPORTUNITIES

Varying performance as sales align with changing eating habits in the Netherlands Retail volume rises for recipe sauces as consumers look for quick, convenient meal solutions Balancing health and enjoyment will remain key in sauces, dips and condiments

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