



Euromonitor  
International

# Sauces, Dips and Condiments in Thailand

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## Sauces, Dips and Condiments in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Restaurants launch their own brand sauces, so consumers can recreate their popular dishes at home

Co-branding remains a key market strategy to boost product awareness

Health and wellness trends stimulate product innovation

#### PROSPECTS AND OPPORTUNITIES

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