

# Sauces, Dips and Condiments in Sweden

October 2024

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# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Competitive landscape puts strong emphasis on product innovation Brands meet ongoing need for convenience Flavour extensions gather momentum in mayonnaise

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Private label will raise its game in terms of innovations Sustainability focus is set to deepen for manufacturers Domestic origin will be marketed by a wide range of brands

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