

## **Sauces, Dips and Condiments in Hong Kong, China**

Market Direction | 2024-01-23 | 25 pages | Euromonitor

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### **Report description:**

Since late 2022, the broader reopening of Hong Kong has unleashed a desire to travel amongst Hong Kong consumers. The revenge travel trend, which began in 2022, has continued to shape consumer behaviour in 2023. As a result, due to the resumption of international travel, the amount of time Hong Kong consumers spend in the city has significantly reduced, along with home consumption occasions. Meanwhile, the return to office working following the lifting of COVID-19 pandemic restrictions has also...

Euromonitor International's Sauces, Dips and Condiments in Hong Kong, China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Cooking Ingredients and Condiments, Dips, Other Sauces and Condiments, Pickled Products, Sauces, Yeast-based Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Sauces, Dips and Condiments market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and

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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Fewer occasions for home cooking reduce the demand for sauces, dips and condiments

The demand for affordability partially supports growth momentum of sauces

Campbell's latest mix-and-match marketing campaign links sauces and soups for complementary purchases to boost sales

##### PROSPECTS AND OPPORTUNITIES

Brands may need to rethink their strategy in response to the sluggish economic outlook

Continuous product innovation will keep Lee Kum Kee as the leading brand

Reduced occasions for home consumption will slow down e-commerce growth, due to less need for households to stock up

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