



**Euromonitor
International**

Sauces, Dips and Condiments in Singapore

November 2025

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Sauces, Dips and Condiments in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation focuses on liquid recipe sauces

INDUSTRY PERFORMANCE

Sales grow in 2025 with sauces, dips and condiments being cooking staples

Liquid recipe sauces thriving due to growing variety of options and convenient nature

WHAT'S NEXT?

Retail and foodservice sales set for steady growth buoyed by interest in international flavours

Extension of Nutri-Grade labelling regulations to include sauces and condiments

Convenience set to continue fuelling the growth of liquid recipe sauces

COMPETITIVE LANDSCAPE

Lee Kum Kee Co Ltd continues to lead the category in 2025.

Prima thriving thanks to ongoing investment in new liquid recipe sauces

CHANNELS

Supermarkets remains the dominant retail channel in 2025

E-commerce continues to make strong gains

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Cooking Ingredients and Meals in Singapore - Industry Overview

EXECUTIVE SUMMARY

Consumers demanding healthy foods and convenience

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Cooking ingredients and meals sees steady growth in 2025 with Nutri-Grade labelling on the horizon

Liquid recipe sauces and olive oil the standout performers in 2025

Chilled and frozen ready meals benefit from new product development

WHAT'S NEXT?

Stronger growth predicted thanks to influence of social media and a stronger focus on home cooking

Health and wellness trend informing new product development
Foodservice presents challenges and opportunities for the market

COMPETITIVE LANDSCAPE

Lam Soon retains the lead with broad offering of popular edible oils
Swift Health thriving with its premium honey while private label also makes gains

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Supermarkets dominate distribution with ongoing investment in new sales strategies
E-commerce on the rise thanks to improvements in functionality, accessibility and security

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