



Sauces, Dips and Condiments in Portugal

November 2025

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2025 DEVELOPMENTS

Return to dining out more frequently hinders sales growth

INDUSTRY PERFORMANCE

Consumers balance tradition and curiosity with new flavour experiences

Classic sauces maintain popularity amid growing diversification

WHAT'S NEXT?

Category growth to continue, supported by innovation and global influences

Health and naturalness shape reformulations and new product development

Sustainability remains a key strategic priority for leading players

COMPETITIVE LANDSCAPE

Unilever maintains leadership through strong brands and active promotions

Ponte Vertical drives category dynamism with international flavours

CHANNELS

Supermarkets remain the main destination for sauces, dips and condiments

E-commerce gains traction as consumers seek convenience and choice

CATEGORY DATA

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Cooking Ingredients and Meals in Portugal - Industry Overview

EXECUTIVE SUMMARY

Widening product range in many areas supports growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience remains a key driver as consumers seek time-saving solutions

Growing demand for affordable, traditional meal options

Health and naturalness continue to shape consumer preferences

Price sensitivity influences purchasing behaviour

WHAT'S NEXT?

Steady forecast growth with stronger focus on affordability and value
Convenience and meal solutions to lead category development
Sustainability and innovation to remain central themes

COMPETITIVE LANDSCAPE

Sonae maintains category leadership through private label strength
Unilever sustains a strong branded portfolio and marketing investment
Nueva Pescanova emerges as the most dynamic player
Private label gains visibility and trust

CHANNELS

Supermarkets remain dominant, supported by expansion and promotions
E-commerce drives dynamism through convenience and alignment with in-store offers
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