



Sauces, Dips and Condiments in the United Kingdom

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth fuelled by innovation and new flavours

INDUSTRY PERFORMANCE

Mixed performances seen across the market with younger consumers displaying new preferences

Chilli sauces on the rise as consumers show a growing appetite for spicy food

WHAT'S NEXT?

Focus on home dining and retail innovation set to fuel growth

Consumers likely to demand healthier, cleaner and more natural products

Sauces and condiments thrive on bold innovation and global tastes while authenticity remains key amid rising variety

COMPETITIVE LANDSCAPE

Heinz retains the lead thanks to ongoing investment in new product development

Provenance and authenticity key factors behind the success of Filippo Berio

CHANNELS

Hypermarkets and supermarkets dominate

E-commerce continues to make gains thanks to its convenience and variety of choice

CATEGORY DATA

Table 1 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

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[Cooking Ingredients and Meals in the United Kingdom - Industry Overview](#)

EXECUTIVE SUMMARY

Growing interest in global cuisine and authentic flavours

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Sales increase thanks to increased price stability and the need for convenience

Consumers look for innovation and a more authentic experience

Focus on UPFs pushes demand towards healthier and more natural options

WHAT'S NEXT?

Sales set to grow despite further price increases

Government regulation and a focus on healthier eating set to influence the market
Innovation will be key to building and retaining interest across the market

COMPETITIVE LANDSCAPE

Kraft Heinz retains the lead by adapting to evolving market trends
Smaller players seeing dynamic growth through authentic and innovative offerings

CHANNELS

Supermarkets and hypermarkets remain the key distribution channels
Competition increases as online and offline retailers compete for share

MARKET DATA

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