

Sauces, Dips and Condiments in Austria

April 2024

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Sauces, Dips and Condiments in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Baseline demand supports small positive volume sales, while still-high prices support value growth
Various sauces continue to prove popular with consumers, from pasta options to barbecue
Unilever maintains its company lead thanks to ongoing innovation and strong advertising campaigns

PROSPECTS AND OPPORTUNITIES

Baseline demand will continue, with prices expected to stabilise and support stronger volume growth
Vegan mayonnaise tipped as an area to watch, in line with ongoing health and wellness trends
Products which offer exotic flavours are expected to fare well

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