

# Sauces, Dips and Condiments in Hong Kong, China

January 2024

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## Sauces, Dips and Condiments in Hong Kong, China - Category analysis

### 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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