

# Sauces, Dips and Condiments in Romania

November 2023

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## Sauces, Dips and Condiments in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The economic situation and social habits hamper basic purchases but consumers continue to shift to more specific products

Ketchup and other category drivers continue to dictate the overall performance of sauces, dips and condiments

Ethnic cuisine-related products add dynamism

#### PROSPECTS AND OPPORTUNITIES

Trend for ethnic options is set to continue

More sophisticated and creative meal choices to boost the use of sauces

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