



Sauces, Dressings and Condiments in Western Europe

February 2021

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Scope

Key findings

REGIONAL OVERVIEW

Growth spike in 2020 pulls up the overall historic period CAGR

Further growth expected after 2021's post-pandemic decline

Germany driving historic period growth in the region

Herbs and spices and pasta sauces driving Western European sales

Table 1 a growth area as more meals are taken at home in 2020

Clear sales spike in 2020 due to more at-home cooking in the pandemic

Modern grocery retailers dominate sales in Western Europe

Strong growth for e-commerce in 2020 due to the pandemic

LEADING COMPANIES AND BRANDS

Private label continues to gain share in 2020

Multinationals lead the way among the branded players

Orkla generates the bulk of its sales in the Scandinavia region

No movement among the leading brands, with Knorr still number one

FORECAST PROJECTIONS

Post-pandemic decline expected in Western Europe in 2021...

...before a return to positive growth rates from 2022

COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

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Denmark: Competitive and Retail Landscape

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UK: Competitive and Retail Landscape

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