



Euromonitor
International

Sauces, Dips and Condiments in Indonesia

November 2025

Table of Contents

Sauces, Dips and Condiments in Indonesia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic challenges hinder household demand but innovation bolsters sales

INDUSTRY PERFORMANCE

Economic pressures limit growth in sauces, dips and condiments as consumers look for savings

Indonesians developing an appetite for salad dressings

WHAT'S NEXT?

An improving economy and the search for convenience set to be key growth drivers

Low salt products and plant-based stocks gaining relevance as part of wider health trend

New regulation set to encourage healthier eating habits

COMPETITIVE LANDSCAPE

Unilever rides a wave of challenges thanks to investment in new product development and marketing

Kewpie sees dynamic growth by tapping into the demand for healthy convenience

CHANNELS

Small local grocers remains the key distribution channel for sauces, dips and condiments

Convenience stores meeting the needs of modern shoppers

CATEGORY DATA

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

Table 2 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 3 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 5 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 6 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 7 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 8 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 9 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 10 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 11 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 12 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 13 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Ongoing economic challenges encourage consumers to trade down

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Need for convenience and economic pressures impact purchasing behaviour

Consumer purchasing decisions being shaped by health and wellness concerns

Social media and digital marketing playing a vital role in the market

WHAT'S NEXT?

Bright outlook for the market with sales set to benefit from an economic recovery

Increasing health consciousness set to inform demand and innovation

New labelling regulation set to transform the market

COMPETITIVE LANDSCAPE

Unilever remains on top despite being impacted by a boycott

Kewpie sees strong gains while Ajinomoto closes the gap on Unilever

CHANNELS

Small local grocers dominate sales but convenience stores seeing dynamic growth

E-commerce on the rise as consumers embrace the convenience of online shopping

MARKET DATA

Table 14 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 18 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 19 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 20 - Penetration of Private Label by Category: % Value 2020-2025

Table 21 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sauces-dips-and-condiments-in-indonesia/report.