



Euromonitor
International

Sauces, Dips and Condiments in Spain

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Sauces, Dips and Condiments in Spain - Category analysis

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2025 DEVELOPMENTS

Innovation, health, flavour and convenience in the spotlight

INDUSTRY PERFORMANCE

Global flavours and health-oriented innovation drive category expansion

Dips leads growth as guacamole and hummus gain mainstream appeal

WHAT'S NEXT?

Spicy flavours and foodservice expansion underpin future growth

Health positioning evolves towards functional and nutrient-enriched sauces

Sustainability and local sourcing to drive progress in sauces production

COMPETITIVE LANDSCAPE

Mercadona maintains overall leadership as Unilever and Heinz lose out to private label

Shukran rises thanks to activity in dips and ethnic focus

CHANNELS

Supermarkets remains dominant distribution channel as consumers appreciate affordable options

Expansion in discounters boosts channel network, while warehouse clubs gains ground as Costco grows

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Cooking Ingredients and Meals in Spain - Industry Overview

EXECUTIVE SUMMARY

Consumers seeking convenience and quality

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience and changing lifestyles fuel growth in ready meals and soups

Health-conscious innovation and natural ingredients shape product development

Tourism and global influences boost demand for international flavours

WHAT'S NEXT?

Convenience, health and stable prices underpin positive outlook for cooking ingredients and meals in Spain

Evolving lifestyles and affordability to sustain demand for ready meals
Health awareness and regulatory changes will drive innovation and trust

COMPETITIVE LANDSCAPE

Mercadona leads as Deoleo invests in innovation and sustainability
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E-commerce and quick commerce accelerate as convenience expectations rise

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