



Sauces, Dips and Condiments in Germany

November 2025

Table of Contents

Sauces, Dips and Condiments in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth through affordability and versatility

INDUSTRY PERFORMANCE

Outdoor dining options gain popularity while interest in spices grows

Players look to offer healthier pasta sauces

WHAT'S NEXT?

Health and diversification continue to grow in importance

Popularity of Mediterranean food to pique interest in tomato pastes and purées

Consumer experimentation to increase the use of a variety of sauces with international dishes

COMPETITIVE LANDSCAPE

Established brands and private label remain popular

Kikkoman Trading Europe gains from an authentic and widening range of Asian options

CHANNELS

Large modern grocery retailers dominate the landscape

E-commerce offers promise as a channel for sauces, dips and condiments

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 Germany - Industry Overview

EXECUTIVE SUMMARY

Strong retail value sales growth in line with key trends in packaged food

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Players adapt to market conditions

Convenience increases weight in consumer choices

Plant-based options enjoy rising demand

WHAT'S NEXT?

Sustainability to help shape the offer and presentation

Healthier and functional products to pique the interest of consumers

Easing price movements to push organic edible oils

COMPETITIVE LANDSCAPE

Strong private label offer in cooking ingredients and meals

Branded players look to capitalise on key trends

CHANNELS

Large modern grocery retailers dominate the distribution landscape

E-commerce enjoys ongoing development and growth

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-germany/report.