

# Sauces, Dips and Condiments in Denmark

November 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Category products offer both convenience and home cooked comfort

Health trends and premiumisation expand category

Sustainability is central concern

#### PROSPECTS AND OPPORTUNITIES

Consumers' love of experimentation, along with health trends, will drive innovation

Local, sustainable and organic are highly sought after by Danes

Private label to see further expansion, while hummus will grow in dips

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