

# **Asia-Pacific Condiments Market by Type (Marinade, Sauce, Ketchup, Mayonnaise, Pickle, and Others), Application (Meat & Seafood Product, Convenience & Ready Meal, Snack, Baked Goods, and Others), and Form (Liquid, Paste, and Dry): Opportunity Analysis and Industry Forecast, 2018 - 2025**

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## **Abstracts**

### **Asia-Pacific Condiments Market Overview:**

A condiment is an extra ingredient that can be added to food items to enhance flavor, aroma, and piquancy of food. Condiments are processed items made from fruits, vegetables, spices, or a combination of them. They are a part of natural human diet, which is either consumed alongside the main meal or is used as a cooking ingredient. Condiments are fortified with vitamins and minerals as well as phytonutrients that are beneficial to the human body. The condiment mustard is considered very effective against tumor growth and DNA or cell mutation. Bullion is another condiment, which is rich in collagen, proline, glycine, and glutamine that are essential for the functioning of the human body.

Globalization has been one of the prime factors behind increase in international travel that led to the exchange of cultural beliefs and food preferences across the globe. This has also resulted in the adoption of exotic foods and condiments in the past few decades. Similarly, the growth of the Asia-Pacific condiments market is driven by increase in cross-cultural interaction owing to globalization and increased foreign travel. Moreover, rise in the number of fast-food outlets and a surge in the growth of retail network also supplement the growth of the market. However, fluctuations in raw material prices impact the overall cost of manufacturing, thereby restraining the Asia-

Pacific market growth. On the contrary, augmentation of products leading to the emergence of healthier options in condiment product lines such as gluten-free sauces, organic sauces, or sauces with no/less preservative concentration, and others is expected to create opportunities for the growth of the Asia-Pacific condiments market in the years to come.

The Asia-Pacific condiments market is segmented based on type, application, form, and country. Based on type, the market is divided into marinade, sauce, ketchup, mayonnaise, pickle, and others, which includes pasta sauce, bouillon, dry sauce, cooking sauce, dip, tomato paste, and puree. As per application, the market is categorized into meat & seafood products, convenience food & ready meals, snacks, baked goods, and others (confectionaries and ready-to eat (RTE) cereals). Based on form, the Asia-Pacific condiment market is categorized into liquid, paste, and dry. Based on country, the market is analyzed across China, India, Australia, Japan, Indonesia, Thailand, Singapore, Malaysia, Vietnam, and rest of Asia-Pacific.

In 2017, Japan is anticipated to account for the highest share in the Asia-Pacific condiments market while India is anticipated to grow at the highest CAGR making it one of the lucrative markets in the Asia-Pacific region. The leading players in the Asia-Pacific condiments market have focused on product launch as their key strategy to gain a significant share in the market. The key players profiled in the report include Kraft-Heinz, Inc., Nestlé, Yeo Hiap Seng Ltd, Three Threes Condiments Pty Limited, Hormel Foods Corporation, NutriAsia, Unilever, Kikkoman Corporation, McCormick & Company, Inc., and Del Monte Foods, Inc.

#### Key Benefits for Asia-Pacific Condiments Market:

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the Asia-Pacific condiments market from 2018 to 2025 to identify the prevailing market opportunities.

Porter's Five Forces analysis highlights the potency of the buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the market segmentation assists in determining the prevailing market opportunities.

Major countries in Asia-Pacific are mapped according to their revenue

contribution to the condiments industry.

## Asia-Pacific Condiments Key Market Segments:

### By Type

Marinade

Sauce

Ketchup

Mayonnaise

Pickle

Others

### By Application

Meat & Seafood Product

Convenience Food & Ready Meal

Snack

Baked Goods

Others

### By Form

Liquid

Paste

Dry

## By Country

China

India

Australia

Japan

Indonesia

Thailand

Singapore

Malaysia

Vietnam

Rest of Asia-Pacific

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