

# **India Condiments Market, By Product (Sauces & Ketchup, Pickles, Mayonnaise & Dressings, Others (Seasonings, etc.)), By Distribution Channel (Hypermarket/Supermarket, Departmental Stores, Convenience Stores, Online Sales Channel and Others (Direct Sales, etc.)), By Region, Competition, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

India Condiments Market is anticipated to project robust growth in the forecast period on account of increasing cross-cultural interaction, inclination towards the preference for eating western cuisine, and increase in the number of modern retail stores that give their customers price and convenience are driving the growth of the India condiments market in the upcoming years.

Exotic sauces are competing for first place with the traditional tomato ketchup that Indians have always loved. In the Indian market's food service and retail segments, new varieties in distinctive flavors like chili, garlic chili, dark soy, and chili vinegar are gaining momentum.

Condiments have limitations. For example, many condiments aren't very healthy because they have a lot of sugar (ketchup) and/or salt in them (soy sauce). A tablespoon of mayonnaise has about 11 grams of fat, 100 calories, and 85 mg of sodium. However, since this is not generally known, it may not be considered when determining how healthy a dish or meal is. Therefore, it's important to carefully understand which ingredients are present in each of these condiments.

In comparison to 2020, when India imported around USD 20 million, the figures declined

in 2021 to USD 7 million worth of import of sauces, such as soy sauce, tomato ketchup, mayonnaise, salad dressings, and mixed seasonings.

The rising Presence of International Companies is fueling the Market.

In recent months, new foreign companies have entered the Indian market with innovative products, particularly in the sauces category. For instance, soy sauce and oyster sauce have just been introduced in the nation by the Japanese company Kikkoman Corporation. Kikkoman's soy sauce is made naturally from soybeans, wheat, salt, and water and can be used with a variety of Asian dishes. In India's food service industry, the company wants to establish itself as the most genuine brand in the Indian Chinese segment. The market is anticipated to experience high demand in this category among commercial as well as Indian households due to the growing popularity of different cuisine. With the rising variety and growing presence of international companies in the Condiments sector, the market is boosted by high demand.

Rising demand from the food service industry Fueling the Market Growth

The consumption of condiments has increased, and the food services industry has expanded because of shifting lifestyles and income levels. When dining at restaurants or other food establishments, customers are seeking out more exotic flavors that remained unheard of a decade ago. As a result, demand for specific sauces with a distinctive flavor is rising. It's important to note that businesses like Cremica Food Industries are developing and launching a variety of sauces that are incredibly and addictively delicious and can be used as salad dressing, for dips, or to make filling for sandwiches and wraps. This line of sauces from Cremica enhances the flavor and consistency of the food while providing a wealth of vital vitamins, antioxidants, and lycopene that have additional health benefits.

Attractive Packaging Aids Market Growth

Manufacturers of condiments around the world are examining several different aspects, including packaging. The visual appearance of the product plays a major role in marketing, as a packaging design should have vibrant and fresh colors which instantly attract customers. Launching small squeezable tubes within the sauce category, many brands in the market are experimenting with eye-catching shapes for their product packaging to attract attention. For instance, Kraft Heinz is currently testing the Packet Roller, a device shaped like a bottle of ketchup that enables users to get the most out of a condiment packet. A new line of hot fill sauce bottles with a curved, top-down design

for improved dispensing and consumer convenience has been introduced by Berry Global.

## Market Segmentation

The India condiments market is segmented based on product, distribution channel, region, and competition landscape. Based on product, the market is further fragmented into Sauces & Ketchup, Pickles, Mayonnaise & Dressings, and Others. Based on distribution channel, the market is segmented into Hypermarkets/supermarkets, Departmental Stores, Convenience Stores, Online Sales channels, and Others (Direct Sales, etc.). The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North, West, south, & East.

## Company Profiles

Nestle India Limited, G.D. Foods Manufacturing (India) Pvt. Ltd. (Tops), DEL Monte Fresh Produce (India) Private Limited, Hindustan Unilever, Cremica Food Industries Limited, Dr. Oetker India Pvt. Ltd., Kraft Heinz India Private Limited, Veeba Food Services Private Limited, Weikfield's Food Pvt. Ltd., Capital Foods Pvt Ltd. (Ching's), etc., are among the major market players in India that lead the market growth of the India Condiments Market.

## Report Scope:

In this report, India Condiments market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

### India Condiments Market, By Product:

Sauces & Ketchup

Pickles

Mayonnaise & Dressings

Others

### India Condiments Market, By Distribution Channel:

Hypermarket/Supermarket

Departmental Stores

Convenience Stores

Online Sales Channel

Others (Direct Sales, etc.)

India Condiments Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Condiments market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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