

# Global Soy Sauce Market: Trends and Opportunities (2015-2019)

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Daedal Research

# Global Soy Sauce Market Report

## Scope of the Report

The report titled “Global Soy Sauce Market: Trends & Opportunities (2015-2019)”, analyzes the potential opportunities and significant trends in the soy sauce industry. Sizing and growth of the soy sauce industry has been provided for the period 2010-2014 and the industry has been forecasted for the period 2015 to 2019. Over the next five years, soy sauce market revenue is forecasted to grow with increase in growing health concerns and changing lifestyle and taste preferences. The report also gives an insight into the country wise product analysis and region specific analysis of growth drivers. Market share of key players by country as well as global market in the soy sauce industry has been explained in the market sizing segment.

The report provides detailed country analysis of US, Japan, China and Vietnam soy sauce market both in terms of value and volume and detailed analysis of the soy sauce market sizing and future growth by per capita consumption for the period 2010-2019. And the report also profiles key market players such as Foshan Haitian Flavoring and Food, Kikkoman Corporation and Masan Group on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

## Country Coverage

- United States
- Japan
- China
- Vietnam

## Company Coverage

- Foshan Haitian Flavoring and Food
- Kikkoman Corporation
- Masan Group

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## Executive Summary

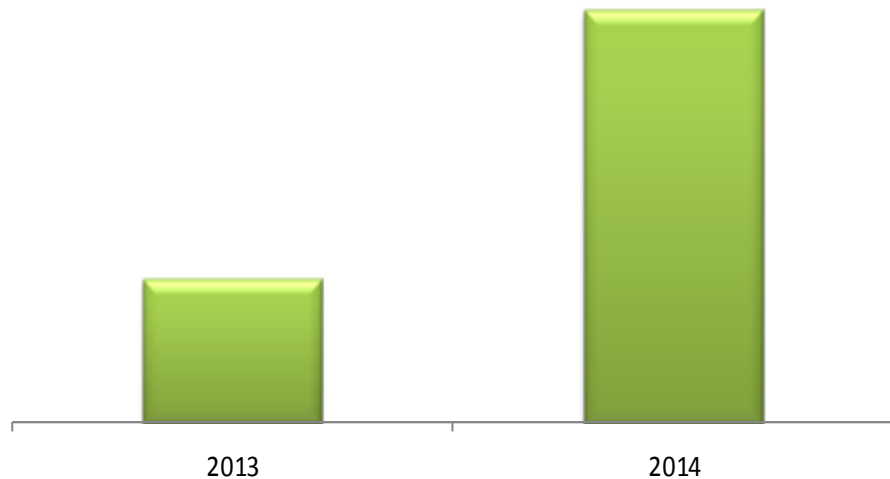
Global soy sauce industry has witnessed strong growth over the period 2010-2014. In today's world, seasonings, dressings and condiments are a chief part of traditional multi cuisine as it increases taste and flavor to the food recipes. Growing consumer health concerns and interest towards different taste preferences and changing eating lifestyles are increasing the demand for soy sauces. Busy lifestyle and increase in the number of working population is fueling the demand for soy sauces in the US, Japan, China, Vietnam and Brazil among other countries. Growing consumer concerns towards healthy eating has increased the proportion of homemade food consumption. Preparing different multi cuisine food at home has increased the usage of soy sauces globally.

Growing health concerns is one of the main factors the consumers are shifting towards products like superior quality soy sauces as it contains less salt and sugar and other variants such as gluten free soy sauce. Due the health and wellness trend, soy sauce manufacturers are introducing new range of sauces in the market to meet the consumer demand. Increasing number of fast food chains and growing working population has a positive impact on the soy sauces industry. Rising demand for fast food and snacks has increased the consumption of soy sauce, dressings and condiments.

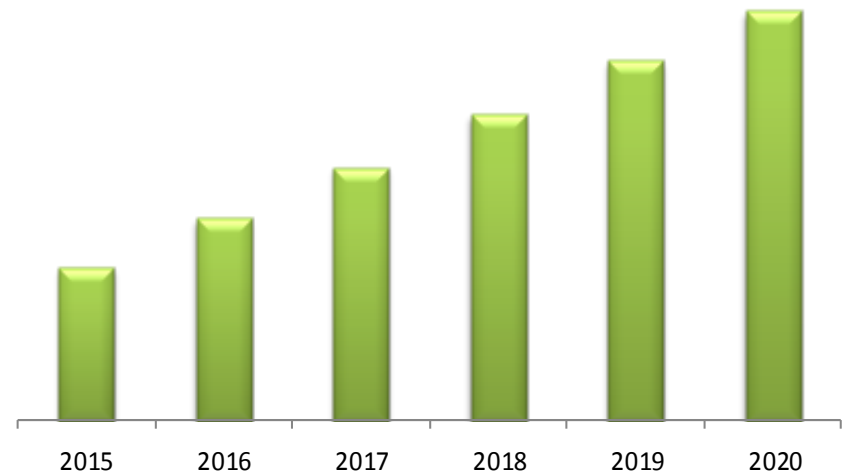
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The global condiments sauces market is projected to grow at a CAGR of .....% from 2014 to 2019. The global condiment sauces market is anticipated to witness rapid changes due to fast shifting eating patterns across all the regions.

Global Condiments Sauces Market by Value; 2013-2014  
(US\$ Billion)



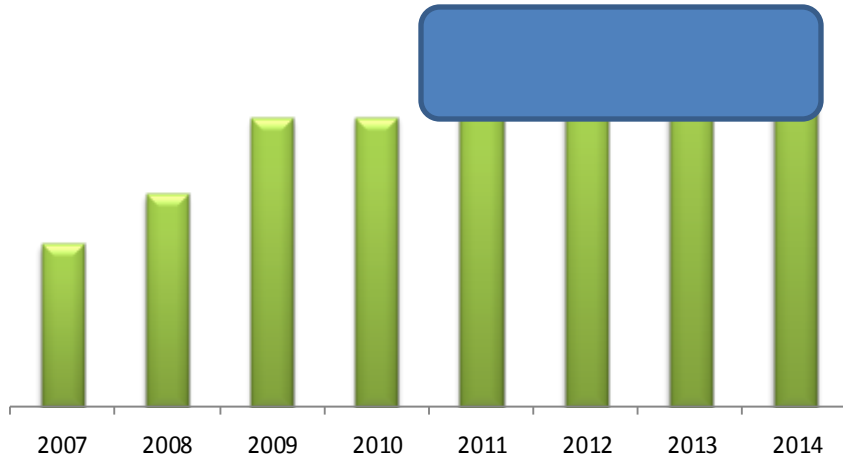
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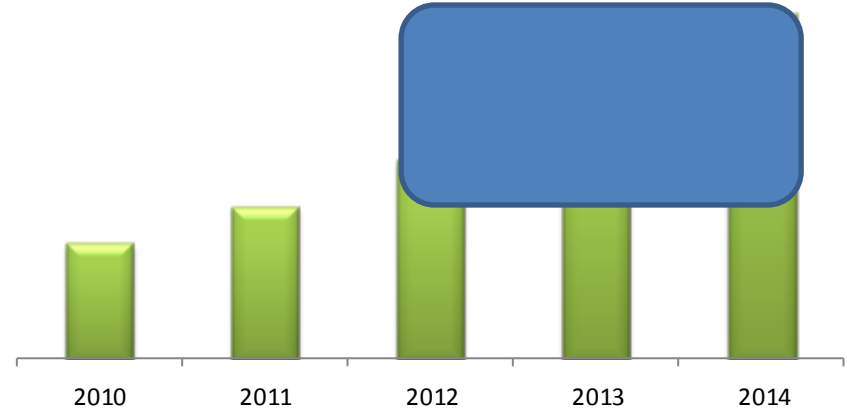
The global condiments market is expected to reach US\$.... billion by the end of the forecasted period i.e. 2019 at a CAGR ....%. The growth in the market is mainly attributed to growing demand for condiments sauces in developed markets such as U.S., Brazil, Saudi Arabia, and Germany for tomato ketchup, Japan, China for soy sauces, and France for mustard sauce.

# Global Soy Sauce Market: Country Analysis

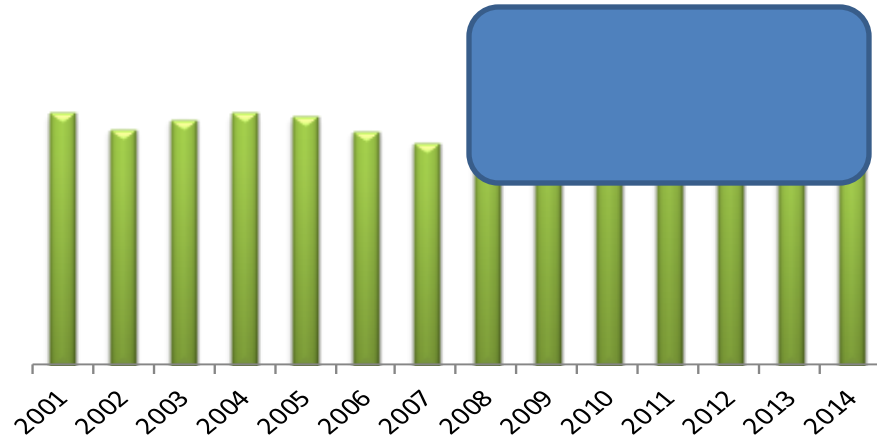
The US Sauces, Dressings & Condiments Market by Retail Value; 2007-2014 (US\$ Billion)



China Soy Sauce Market by Value; 2010-2014 (US\$ Billion)



Japan Soy Sauce Market by Value; 2013-2014 (US\$ Billion)



Vietnam Soy Sauce Market by Value; 2007-2014 (US\$ Million)

