



Cooking Up Success

# Top Trends in Seasonings, Dressings, and Sauces

November 2025

**berlin**<sup>®</sup>  
PACKAGING





# Introduction

The rise in home cooking and consumers' desire for unique culinary experiences are driving the growth of seasonings, dressings, and sauces in North America. According to GlobalData, the U.S. market is projected to register a value CAGR of 3.5% during 2024–29, and Canada's market is projected to register a value CAGR of 4.6%. Economic uncertainty will continue to influence at-home food preparation, benefiting meal prep ingredients. Consumers are looking for exciting flavors, healthier options, convenient products, and transparent labeling when food shopping. Seasonings, dressings, and sauce brands must leverage these trends to win with consumers.

\*The brands mentioned in this report are trademarks of their respective owners. Inclusion of these brands in this report is not meant to imply an association with or endorsement from the respective trademark owners.



# Adventurous Eating

Today's consumers want more than just great flavor in their meals; they want unique experiences that add excitement and enjoyment. According to Euromonitor, 39% of global consumers say they enjoy trying new tastes and food combinations. This includes unexpected flavor fusions, interesting textures, and international ingredients. Consumers are eager to explore cultures beyond their own and are branching out with new culinary experiences at home. GlobalData notes, "This growing curiosity is partly driven by increased cultural exposure enabled by globalization, making it easier for consumers to explore diverse food." They list gochujang, miso, and kaya among the top emerging condiment flavors in 2025, demonstrating how the popularity of global cuisines is creating mainstream opportunities for exotic "regional" flavors.

**"68% of consumers say it is important to experience cultures other than their own" (Euromonitor).**

Packaging can play a key role in creating a unique consumer experience. Custom pack forms, distinctive bottle shapes, and authentic brand design can help brands create special and memorable mealtime experiences. Studio One Eleven's® team of structural designers, engineers, and branding experts develops engaging, impactful, and exciting packaging solutions that elevate seasonings, dressings, and sauce brands and win with consumers. Our team created a bespoke hexagonal bottle design for Robert Rothschild, reflecting the unique product ingredients and flavors.







# Mealtime Convenience

According to GlobalData, “The demand for seasonings, dressings & sauces in the Americas is being driven by the increasing number of busy professionals who are looking for convenient solutions to streamline meal preparation amidst their demanding schedules.” Time-strapped consumers want quick, easy, ready-to-use products that can simplify and expedite their meal preparation. Wet cooking sauces, marinades, and dressings offer convenience without compromising flavor. Spice blends eliminate the guesswork of measuring and mixing, creating easy flavor combinations without the need for multiple products.

**“More than one-third of global consumers cite convenience as essential when making purchase decisions” (GlobalData).**

Packaging solutions can provide convenience through improved functionality and optimized user experiences. Brightland uses a squeeze bottle for its pizza oil, enabling a more measured, controlled pour. Morton Sea Salt uses a custom package by Studio One Eleven, featuring an ergonomic bottle for one-handed use and easy opening with a flip-top closure.



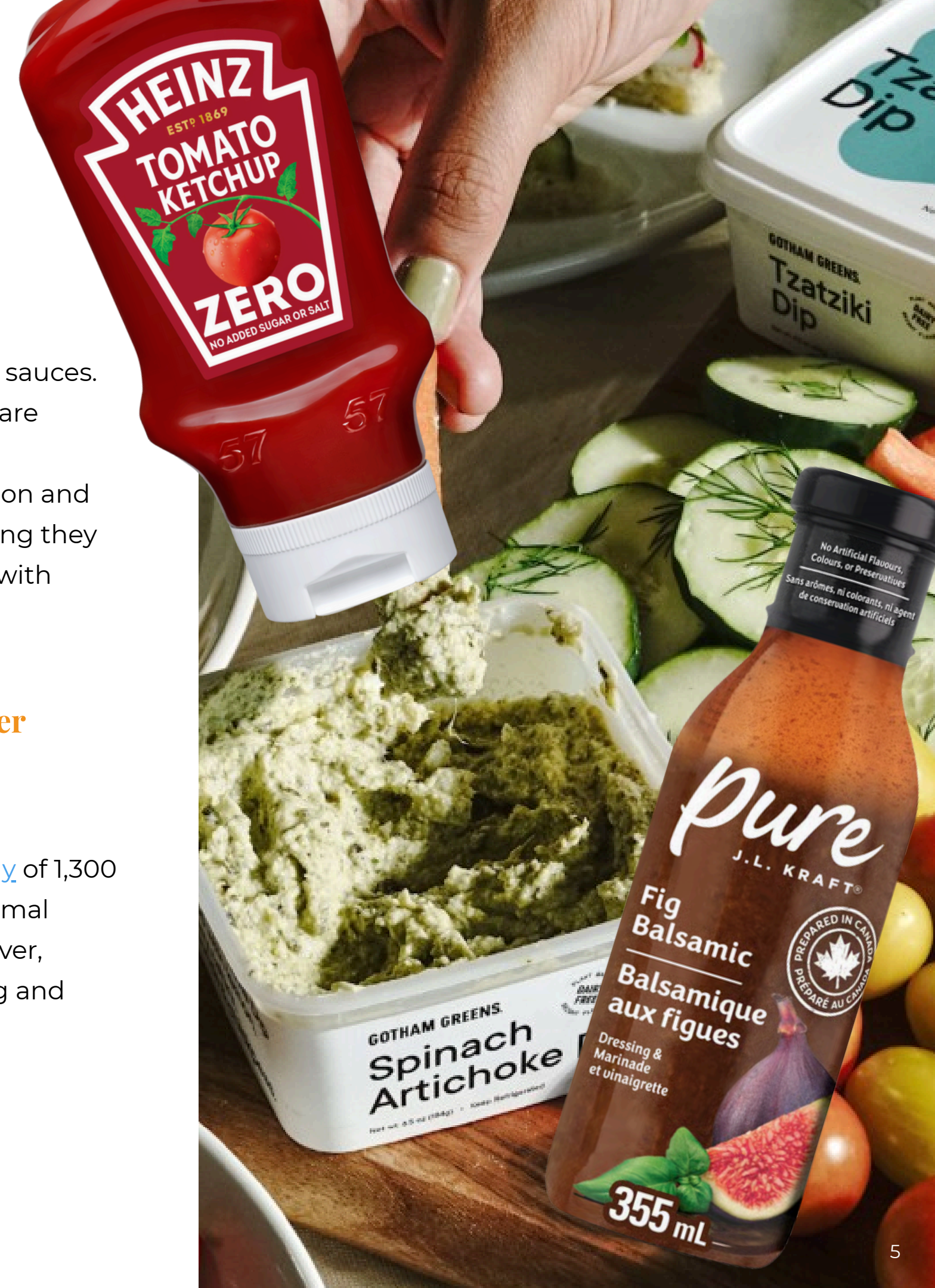


# Health-Focused

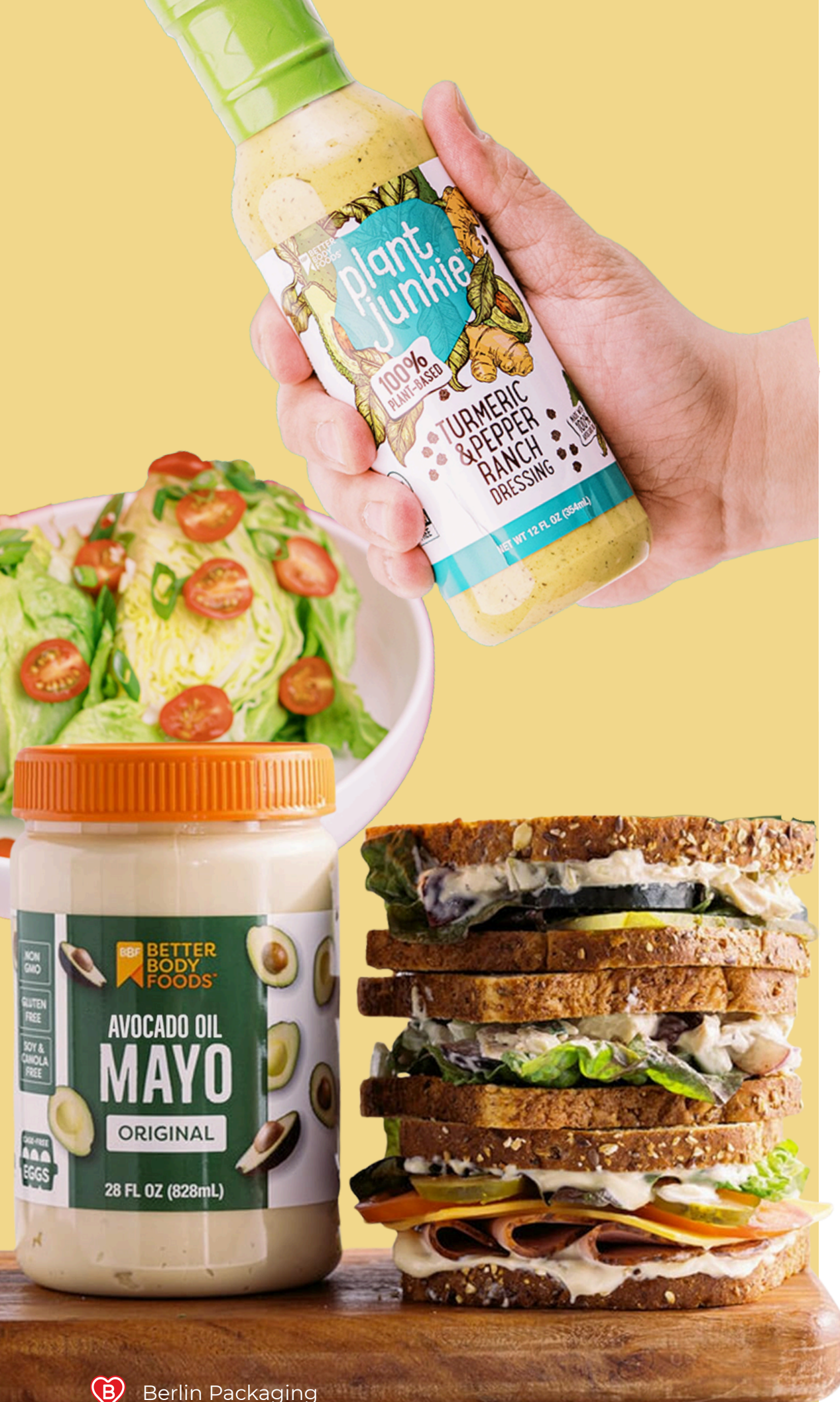
Health and wellness continue to influence every food category, including seasonings, dressings, and sauces. As consumers become more concerned about the health implications of the foods they eat, brands are introducing products that are low in fat, sugar, sodium, and artificial additives. The World Health Organization (WHO) recently highlighted the need to decrease sodium intake to combat hypertension and cardiovascular disease. Brands should take notice and introduce better-for-you options, while ensuring they don't sacrifice flavor. Beyond focusing on what is absent, consumers are also interested in products with added functional benefits, such as vitamins, protein, and probiotics.

**“Health & wellness is no longer just a trend and is now a fundamental driver of consumer behavior in the seasonings, dressings, and sauces sector” (GlobalData).**

Clean label package design supports a health-focused positioning. A 2023 Journal of Marketing [study](#) of 1,300 packages from the largest supermarket chain in the U.S. found that consumers often associate minimal package design with premium or “clean” products of higher quality or with fewer ingredients. However, there is an art to maximizing the impact of your minimal design. It is essential to work with branding and structural designers who understand the nuances of minimal design to ensure the result is gorgeous, not generic.







# Plant-Forward

Plant-based and vegan products are becoming a key part of the seasonings, dressings, and sauces market. There is a variety of motivations for consumers to reduce their meat and dairy intake, including health consciousness, sustainability, and animal welfare. According to a 2025 Euromonitor Voice of the Consumer survey, 18.5% of respondents say they are trying to reduce meat intake as part of their diet, and 25.5% say they try to reduce meat as part of their “green” activities. Euromonitor notes, “There is a growing demand for products that are not purely positioned for vegans and vegetarians but for those who just want to change their diet to be more plant-focused.” Innovation, marketing, and messaging around plant-forward vs. strictly plant-based can appeal to a broader consumer base.

**“Products containing no or less animal products increased in demand over 2019-2023”  
(Euromonitor).**

Sustainable packaging solutions, such as bio-based resins, can align with consumers’ desire for more responsible products. Berlin Packaging has a dedicated team of sustainability experts, who help our customers find the most impactful and effective sustainable solution. Branding can also work hard to communicate a product’s plant-forward positioning. Studio One Eleven created branding for Plant Junkie. Raw and earthy illustrations highlight the natural, wholesome, plant-based ingredients. A whimsical logo and font treatment add personality and convey a sense of ease and approachability.

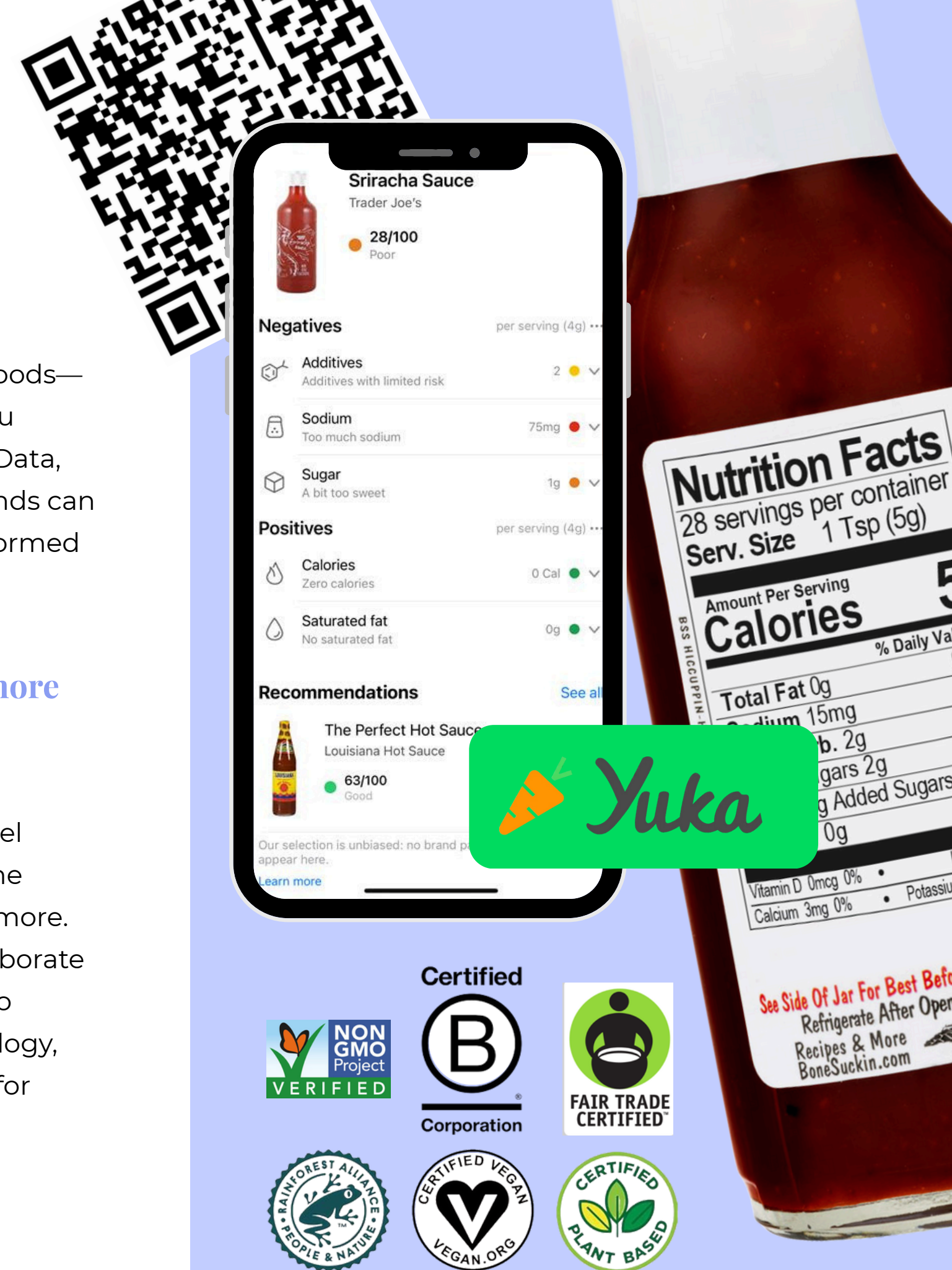


# Transparent Labeling

A growing focus on health and wellness—and greater awareness of the negatives of ultra-processed foods—has led people to pay closer attention to ingredients. The desire for minimally processed, better-for-you products is especially important for pantry essentials used frequently in cooking. According to GlobalData, 28% of global consumers associate seasonings, dressings, and sauces with being ultra-processed. Brands can combat this with greater labeling transparency that builds trust and helps consumers make more informed product choices.

**"The sector is moving toward greater labeling transparency as consumers seek to make more informed choices" (GlobalData).**

Many countries, including the U.S. and Canada, are implementing or considering mandatory front label regulations for packaged foods that provide quick nutritional information. Brands can stay ahead of the curve by disclosing complete ingredient lists and sharing details on sugar, sodium, fat, additives, and more. GlobalData also notes that “growing reliance on third-party certifications is prompting brands to collaborate with recognized institutions to enhance labeling credibility and authenticity.” However, brands need to maintain simplicity and avoid overly complex front-label designs that lose shelf impact. Smart technology, such as on-pack QR codes, can inform consumers about health benefits and direct them to websites for ingredient and certification details.





# Summary

It takes more than great taste for packaged food companies to appeal to today's consumers. Seasonings, dressings, and sauce brands must address changing consumer behaviors and attitudes with products that are exciting, convenient, healthy, and transparent.

**Adventurous Eating** – Consumer interest in unique and exciting experiences is leading to more unexpected flavor combinations, interesting textures, and global ingredients in home cooking. Custom packaging, unique forms, and authentic brand design can help brands create special and memorable cooking experiences.

**Mealtime Convenience** – The rise in home cooking, combined with increasingly busy lifestyles, is prompting consumers to seek convenient solutions that speed up and simplify meal prep. Packaging can provide convenience through improved functionality and optimized user experiences.

**Health-Focused** – Increased consumer focus on health, including concerns about fat, sugar, sodium, and artificial additives, is shaping how people eat. Minimal package design can support a healthy product positioning, suggesting a “clean” food option with fewer, more nutritious ingredients.

**Plant-Forward** – Health consciousness, sustainability, and animal welfare are leading people to limit their meat and dairy intake. Sustainable solutions can appeal to conscious consumers, as well as a clearly defined plant-focused brand design.

**Transparent Labeling** – Today's consumers pay close attention to the ingredients and nutritional information in the products they eat. Clear on-pack nutritional information and third-party certifications can build trust and help consumers feel good about the food products they're buying.



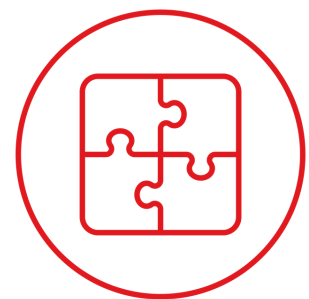


# Anything Is Possible®

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## Our Business Model

Berlin Packaging combines the best elements of manufacturing, distribution and logistics, and value-added service providers to deliver cost-effective packaging solutions to our customers. Our mission is to improve our customers' net income through packaging products and services. We are the world's largest Hybrid Packaging Supplier®.



**Best Elements of  
a Manufacturer**

+



**Distribution  
& Logistics**

+



**Value-Added  
Specialty Services**

## Value-Added Specialty Services

Our compelling suite of solutions addresses your needs and unlocks profit.

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- Quality Service Management
- Global Sourcing & Services
- Inventory Management Services
- Sustainable Packaging Solutions
- Customer Portal Efficiency

