

# Salsa Trend Guide

**\$1.3  
Billion**

**Salsa  
Sales in 2019**

## HISTORY

The origins of salsa can be traced to the Aztecs, Mayans, and Incas in the 16th century, with the first salsa recipe being documented in 1529. From there, salsa spread north, eventually arriving in the American South West where it has grown in popularity ever since.

## SALSA BY THE NUMBERS

**\$25.5  
Billion**

Condiment  
Market Value  
2019

**94%**

Americans who  
snack daily

**33%**

Increase in spicy  
snack market

## Market Trends



Organic, Healthy, Low-Sugar, Reduced Sodium label trends



Popularity of savory sauces increasing



More customers equate refrigerated with FRESH

### AMERICA

- Brown Butter

### EUROPE

- Chorizo
- Garlic
- Mint
- Sweet Onion

### ASIA

- Adobo
- Thai Basil
- Turmeric
- Sesame
- Tikka Masala
- Saffron
- Tamarind
- Ginger
- Chinese Five Spice

## GLOBAL FLAVOR TRENDS

### LATIN AMERICA

- Sour Orange
- Sofrito
- Squash Seeds
- Paprika
- Dark Rum

### AFRICA

- Peri Peri
- Scotch Bonnet Peppers



## Fruit and Floral Flavors

- Pomelo
- Yuzu
- Ugli Fruit
- Bergamont
- Meyer Lemon
- Lemon Verbena
- Savory
- Caraway Flower

## Product Suggestions

- Garam Masala-Spiced Salsa
- Thai Style Salsa
- Tamarind & Chipotle Adobo Salsa
- Piri Piri Salsa
- Lebanese Saffron Salsa
- Tomato Harissa Salsa
- Garlic & Paprika Salsa

