

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 Southwest 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

