

Meals and Soups in the United Kingdom

November 2023

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Meals and Soups in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation pushes value growth, and delay of HFSS prevents further volume decline

New developments from restaurants, and innovation boost

Shrinking budgets cause stabilising growth for meal kits, while ready meals sees an improvement as consumers return to busier lifestyles

PROSPECTS AND OPPORTUNITIES

Health and wellness in ready meals and plant-based innovation in soup likely to drive further growth

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