

Meals and Soups in China

November 2023

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Meals and Soups in China - Category analysis

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2023 DEVELOPMENTS

Meals and soups sees a slowdown in growth
Quick recipe kits remains the best performing category for convenience reasons
Frozen pizza benefits from consumers' search for convenience

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Meals and soups set to be the most promising category in the forecast period
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Retailers will make significant efforts to expand their offerings in meals and soups

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