

# Meals and Soups in the Czech Republic

November 2023

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## Meals and Soups in the Czech Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Meals and soups benefit from home dining and the convenience trend in 2023

Ready meals remain popular post-pandemic, with plant-based options continuing to gain traction

Consumer interest in soup is sustained thanks to cheap and healthy options

#### PROSPECTS AND OPPORTUNITIES

Players set to invest in chilled ready meals and shelf-stable ready meals to attract interest

Strong prospects for products with added value and international flavours

Plant-based variants will gain popularity, bolstered by endorsement from celebrities

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