

Meals and Soups in France

November 2023

Table of Contents

Meals and Soups in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ready meals players focus on consumer trends to overcome challenges caused by price hikes

Soup challenged by periods of hot weather, thus dampening demand

Frozen pizza starts to recover from Buitoni E coli scandal in France

PROSPECTS AND OPPORTUNITIES

Rise of single-person households supports the newer format of single-serving ready meals

Sustainability trends influence packaging formats in ready meals, while struggling soup also gets a makeover

Meal kit leader Quitoque teams up with top French TV chef Philippe Etchebest

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2018-2023

Table 2 - Sales of Meals and Soups by Category: Value 2018-2023

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023

Table 7 - Sales of Soup by Leading Flavours: Rankings 2018-2023

Table 8 - NBO Company Shares of Meals and Soups: % Value 2019-2023

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 10 - Distribution of Meals and Soups by Format: % Value 2018-2023

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in France - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 21 - Penetration of Private Label by Category: % Value 2018-2023

Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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