

Meals and Soups in Italy

November 2023

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Meals and Soups in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Meal kits delivering on taste, quality, health and sustainability
Ready meals retains a local flavour but Asian dishes are also proving popular
Chilled soup thriving as a healthy and nutritious option

PROSPECTS AND OPPORTUNITIES

Meal kits likely to grow in popularity as the range and variety of options continues to expand
Prepared salads set to continue on an upward trajectory to their healthy and convenient nature
Frozen pizza back on the menu as players invest in new product innovations with an authentic twist

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