Euromonitor International

Meals and Soups in El Salvador

November 2026

Table of Contents

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Declining demand for convenience food contrasts with rising spending on food
Soup dominates while pizza shows resilience amid shifting consumer preferences
Students launch local-flavour instant soup as convenience meets health concerns
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Soup maintains dominance through 2031 as health concerns cap broader growth
Frozen pizza and ready meals benefit from Walmart expansion plans
Health concerns clash with demand for convenience
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé's Maggi extends dominance through affordability and wide distribution
Widening gap between leaders creates niche opportunities for smaller players
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Supermarkets lead while small local grocers outperform modern retailers
Retail e-commerce gains traction among younger and higher-income shoppers
Walmart's Despensa Familiar expands proximity format into new neighbourhoods
Chart 1 Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-in-el-salvador/report.