

Soup in the US

December 2021

Table of Contents

Soup in the US - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

A search for comfort brings US consumers back to soup
Health and wellness concerns temporarily put on the back burner
SKU rationalisation stays in place as supply chains remain tight

PROSPECTS AND OPPORTUNITIES

The battle to hold onto the consumers of 2020 is underway
Emergent food preferences to shape future product launches
E-commerce unlikely to cede its 2020 role

CATEGORY DATA

Table 1 - Sales of Soup by Category: Volume 2016-2021
Table 2 - Sales of Soup by Category: Value 2016-2021
Table 3 - Sales of Soup by Category: % Volume Growth 2016-2021
Table 4 - Sales of Soup by Category: % Value Growth 2016-2021
Table 5 - Sales of Soup by Leading Flavours: Rankings 2016-2021
Table 6 - NBO Company Shares of Soup: % Value 2017-2021
Table 7 - LBN Brand Shares of Soup: % Value 2018-2021
Table 8 - Distribution of Soup by Format: % Value 2016-2021
Table 9 - Forecast Sales of Soup by Category: Volume 2021-2026
Table 10 - Forecast Sales of Soup by Category: Value 2021-2026
Table 11 - Forecast Sales of Soup by Category: % Volume Growth 2021-2026
Table 12 - Forecast Sales of Soup by Category: % Value Growth 2021-2026

Cooking Ingredients and Meals in the US - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2021: The big picture
Key trends in 2021
Competitive landscape
Channel developments
What next for cooking ingredients and meals?
Chart 1 - Cooking Ingredients and Meals Value Sales Growth Scenarios: 2019-2026
Chart 2 - Cooking Ingredients and Meals Impact of Drivers on Value Sales: 2018-2026

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2016-2021
Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2016-2021
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2016-2021
Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2016-2021
Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2017-2021
Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2018-2021
Table 19 - Penetration of Private Label by Category: % Value 2016-2021
Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2016-2021
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2021-2026
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2021-2026
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2021-2026
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/soup-in-the-us/report.