

Meals and Soups in Indonesia

Market Direction | 2022-11-07 | 20 pages | Euromonitor

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Report description:

Frozen ready meals continues to see strong and stable growth in retail volume and current value terms in 2022, continuing the performance seen throughout the pandemic. Sales of frozen ready meals saw strong growth at the start of the pandemic because consumers looked for convenience food, with foodservice players and small entrepreneurs introducing frozen ready meals as a solution to the restrictions on dining in. In the post-COVID-19 period the category has continued to deliver strong growth wi...

Euromonitor International's Meals and Soups in Indonesia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Meals and Soups market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Frozen ready meals continues to find growth opportunities in Indonesia

E-commerce and digital presence helps to boost sales of meals and soup

Current landscape of the category is dominated by local brands and products

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Packaged soup likely to suffer from the general preference for fresh soup

Frozen soup leading sales but facing rising threat from fresh soup

Growing number of Korean-style products expected to be seen, while frozen ready meals set for further expansion

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