

Meals and Soups in Portugal

Market Direction | 2022-11-04 | 22 pages | Euromonitor

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Report description:

Ready meals has continued to see health growth in retail volume terms in 2022, following the pattern seen throughout the review period. The demand for these products is mainly for convenience reasons, with retailers seeing this as a category with strong growth opportunities. This is the case with Lidl which is increasingly betting on the creation and production of ready meals. For instance, in May 2022 Lidl launched a new private label line of meat and fish based prepared salads and snacks in re...

Euromonitor International's Meals and Soups in Portugal 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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