

## **Meals and Soups in Switzerland**

Market Direction | 2022-11-23 | 21 pages | Euromonitor

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### **Report description:**

Chilled ready meals is expected to see further current value growth over the forecast period, with an ongoing focus on freshness, authenticity and balanced nutrition. Migros is likely to expand its new vegetarian range V-Love, while Coop will continue to focus on its Karma brand, with various new launches targeting vegans and vegetarians.

Euromonitor International's Meals and Soups in Switzerland 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Category performance driven by evolving health trends

Convenience factor remains key growth driver for soups

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Pizza is set to diversify to resist competition from healthier options

Health and wellness trend will remain key for soup manufacturers

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