

## **Meals and Soups in South Africa**

Market Direction | 2023-11-22 | 22 pages | Euromonitor

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### **Report description:**

As in the previous year, in 2023 ready meals and soups is set to see solid retail volume growth, along with dynamic double-digit current value growth as a result of inflationary price rises. The growing demand for healthy and convenient ready meals from more affluent consumers has been continuing to drive stable growth in demand through retail. Volume growth has also continued as continuous power outages have led consumers to seek meal options that are quick to prepare. As a result, chilled read...

Euromonitor International's Meals and Soups in South Africa 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 2018-2022, 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 2027, 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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Ready meals, which are quick to prepare, are favoured as a result of power outages

The growth of quick recipe kits and dry soup slows due to price increases and competition

Younger generations in particular drive demand for plant-based ready meals

##### PROSPECTS AND OPPORTUNITIES

The convenience of meals and soups will appeal to higher-income consumers

Return to higher retail volume growth for dry soup as price rises level off

Solid growth for frozen pizza and frozen ready meals

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