

Meals and Soups in India

Market Direction | 2024-02-20 | 22 pages | Euromonitor

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Report description:

The per capita consumption of ready meals in India in 2023 remained fairly low compared to the average in Asia Pacific. This modest figure can be attributed to limited market penetration and association of limited consumption occasions. Ready meals as a category is considered relatively niche in India, with prominent players initially targeting breakfast consumption occasions by focusing on Indian delicacies such as Upma and Poha. To cater for on-the-go consumption occasions, these players have...

Euromonitor International's Meals and Soups in India 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 2019-2023, 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 2028, 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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Need for lighter meals and appetisers drives growth of soup

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Soup is expected to record moderate growth with own set of challenges

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