

Meals and Soups in Belgium

Market Direction | 2024-10-25 | 22 pages | Euromonitor

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Report description:

Two significant yet contrasting trends shaped the performance of meals and soups in Belgium in 2024. On one side, high prices and pressure on purchasing power have led to an increase in home cooking, with consumers keen to keep costs as low as possible, purchasing items such as bouillon and tomato pastes and purees to form the bases of their home-cooked meals. This had a negative impact on the landscape, with a decline in sales for soups as many consumers looked to make their own. However, incre...

Euromonitor International's Meals and Soups in Belgium 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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reliable information resources to help drive informed strategic planning.

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MEALS AND SOUPS IN BELGIUM

KEY DATA FINDINGS

2024 DEVELOPMENTS

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Chilled meals gain ground at the expense of frozen goods
Meal kits slowdown as consumers reach for chilled ready meals and home cooked options

PROSPECTS AND OPPORTUNITIES

Positive retail volume sales supported by innovations on the landscape
The trend for international flavours and dishes is set to revive over the forecast period
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COOKING INGREDIENTS AND MEALS IN BELGIUM

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