

Meals and Soups in China

Market Direction | 2024-10-28 | 22 pages | Euromonitor

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Report description:

In 2024, retail current value sales of meals and soups are expected to see a slight decline in China. This is primarily due to the fading pandemic-driven boost for categories such as dried ready meals and quick recipe kits, coupled with broader economic pressures, which have also led to a slight drop in unit prices.

Euromonitor International's Meals and Soups in China 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.

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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Table of Contents:

Meals and Soups in China
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List Of Contents And Tables

MEALS AND SOUPS IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail value sales of meals and soups dip slightly in 2024
Private label drives growth and innovation in chilled ready meals
Kraft Heinz launches pasta kits, its first meal-type products in China

PROSPECTS AND OPPORTUNITIES

Meals and soups expected to outperform other categories within cooking ingredients and meals
Direction of new product development for ready meals will be to combine health and taste
Instant wontons hit the market

CATEGORY DATA

- Table 1 Sales of Meals and Soups by Category: Volume 2019-2024
- Table 2 Sales of Meals and Soups by Category: Value 2019-2024
- Table 3 Sales of Meals and Soups by Category: % Volume Growth 2019-2024
- Table 4 Sales of Meals and Soups by Category: % Value Growth 2019-2024
- Table 5 Sales of Chilled Ready Meals by Ethnicity: % Value 2019-2024
- Table 6 Sales of Frozen Ready Meals by Ethnicity: % Value 2019-2024
- Table 7 Sales of Soup by Leading Flavours: Rankings 2019-2024
- Table 8 NBO Company Shares of Meals and Soups: % Value 2020-2024
- Table 9 LBN Brand Shares of Meals and Soups: % Value 2021-2024
- Table 10 □Distribution of Meals and Soups by Format: % Value 2019-2024
- Table 11 □Forecast Sales of Meals and Soups by Category: Volume 2024-2029
- Table 12 □Forecast Sales of Meals and Soups by Category: Value 2024-2029
- Table 13 □Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029
- Table 14 □Forecast Sales of Meals and Soups by Category: % Value Growth 2024-2029

COOKING INGREDIENTS AND MEALS IN CHINA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments

What next for cooking ingredients and meals?

MARKET DATA

- Table 15 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 16 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 17 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 18 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 19 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 20 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 21 Penetration of Private Label by Category: % Value 2019-2024

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Table 22 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029

Table 25 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029

Table 26 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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