

## **Meals and Soups in France**

Market Direction | 2024-10-28 | 23 pages | Euromonitor

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### **Report description:**

Ready meals are facing challenges in France in 2024. Inflationary pressures have notably pushed up unit prices against a price-sensitive landscape, while consumers are also noted to be cooking at home more often again, both for budgetary and health reasons. One of the reasons for this depressed outlook for ready meals, in particular, is that private label is not strong in the category and did not pick up sales lost by the named brands. Whilst private labels Leclerc (Galec - Centre Distributeur E...

Euromonitor International's Meals and Soups in France 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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Euromonitor International  
October 2024

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MEALS AND SOUPS IN FRANCE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ready meals face challenges due to high unit prices and return of home-cooking. trends  
Frozen pizza benefits from sporting events while Italpizza picks up Buitoni's old share  
Soup continues to face challenges, from high prices for chilled options to unexciting options in cheaper dried variants  
PROSPECTS AND OPPORTUNITIES

Meal kits remain popular while we wait to see what will happen with the selling of Carrefour's Quitoque brand  
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