

## **Meals and Soups in Serbia**

Market Direction | 2024-11-05 | 17 pages | Euromonitor

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### **Report description:**

Meals and soup is expected to register positive volume growth in Serbia in 2024. Consumers are leading increasingly busy lives and appreciate the convenience. Dry soup accounts for most values sales; however, it is ready meals and in particular frozen ready meals that is expected to be the strongest performer in 2024, with double-digit percentage current value and volume growth. Though frozen ready meals are generally more expensive than dry ready meals, they are seen as higher quality, and this...

Euromonitor International's Meals and Soups in Serbia 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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