Cooking Ingredients and Meals in Bangladesh

November 2025

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brands

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Modest growth of meals and soups, with the category remaining small

Industry performance

Soup is by far the largest category in meals and soups as consumers appreciate the convenience

Growing popularity of frozen ready meals though sales remain highly nascent

What's next?

Despite forecast period growth the category remains nascent over the forecast period

Soup remains the dominant category in meals and soups

Negligible sales of ready meals

Competitive landscape

Nestlé Bangladesh dominates meals and soups with its Maggi brand

Busy urban dwellers appreciate dry soup which favours Nestlé's Maggi brand

Channels

Small local grocers dominates the distribution of meals and soups

Convenience retailers register the strongest growth

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Herbs and spices enjoy strong popularity but suffer competition from unpackaged variants

What's next?

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