



Euromonitor  
International

# Cooking Ingredients and Meals in Panama

November 2025

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### EXECUTIVE SUMMARY

Positive performance of cooking ingredients and meals despite consumer price sensitivity

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### INDUSTRY PERFORMANCE

Convenience remains a key growth driver of category sales

Flavour innovations and experiential marketing boost consumer engagement

Industry players endeavour to balance demand for indulgence and healthfulness

### WHAT'S NEXT?

Demand grows for distinctive products in line with increasingly diverse consumer preferences

Rising health consciousness becomes more influential

Interactive content, social media and retail e-commerce influence consumer preferences

### COMPETITIVE LANDSCAPE

Industrias Panamá Boston SA is a leading player in cooking ingredients and meals

Nestlé registers the fastest growth as consumers respond well to the quality of its Maggi brand

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Industrias Panama Boston retains leadership in a highly fragmented category

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Dicarina SA retains the lead in meals and soups in 2025 and achieves the fastest growth

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