



**Euromonitor
International**

Cooking Ingredients and Meals in New Zealand

November 2025

Table of Contents

Cooking Ingredients and Meals in New Zealand

EXECUTIVE SUMMARY

Price-sensitivity persists, benefiting private label

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness steer product development

Reformulation and transparency reshape sauces and condiments

From “quick fixes” to “fakeaways”

WHAT'S NEXT?

Moderate value growth amid cost and supply pressures

Health and wellness define long-term value

Market reform and digital retail transformation

COMPETITIVE LANDSCAPE

Heinz Wattie's maintains market leadership

Foodstuffs drives growth through Pams private label

CHANNELS

Supermarkets remain the dominant retail format

E-commerce emerges as the most dynamic channel

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in New Zealand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales benefit from consumers buying a range of options

INDUSTRY PERFORMANCE

Volumes rebound while value edges higher on mix and renewed confidence

Olive oil dynamics highlight the importance of supply resilience and transparent pricing

WHAT'S NEXT?

Steady value growth shaped by wellness demand and more resilient sourcing
Health and wellness priorities elevate extra-virgin and high-heat choices

COMPETITIVE LANDSCAPE

Foodstuffs strengthens its lead by meeting value needs without dropping quality cues
William Aitken & Co stabilises premium olive with a quality-first, standards-led stance

CHANNELS

Supermarkets remain the anchor as private label brands widen everyday choice
E-commerce grows from a small base as omnichannel habits bed in

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025
Table 14 - Sales of Edible Oils by Category: Value 2020-2025
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meals and Soups in New Zealand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales benefit from price-sensitive consumers shifting from dining out to dining in

INDUSTRY PERFORMANCE

Convenience-focused products sustain growth amid household pressure
Meal kits struggle to recover as consumers seek value and variety

WHAT'S NEXT?

Moderate outlook shaped by investment and structural challenges
Health and wellness drive a shift toward balanced, functional meals

COMPETITIVE LANDSCAPE

My Food Bag remains a familiar name, though subscription fatigue weighs on performance
Woolworths invests in production and private label development to reinforce its leadership

CHANNELS

E-commerce becomes an established route for meal solutions
Supermarkets remain central, though in-store traffic gradually redistributes online

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025
Table 25 - Sales of Meals and Soups by Category: Value 2020-2025
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sauces, Dips and Condiments in New Zealand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers seeking both convenience and indulgence

INDUSTRY PERFORMANCE

Home-cooking trends sustain demand for versatile and premium-quality sauces

Global cuisines and dietary inclusivity drive flavour innovation

WHAT'S NEXT?

Steady growth expected as cooking sophistication deepens

Health and wellness reshape consumer expectations and product reformulation

Policy debate and sustainability initiatives shape the long-term landscape

COMPETITIVE LANDSCAPE

Heinz Wattie's strengthens its leadership through depth and adaptability

Unilever rebuilds momentum through brand focus and sustainable innovation

CHANNELS

Supermarkets reinforce their dominance through range depth and brand diversity

E-commerce expands as digital convenience reshapes grocery habits

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sweet Spreads in New Zealand

KEY DATA FINDINGS

2025 DEVELOPMENTS

Honey benefits from healthy and natural image

INDUSTRY PERFORMANCE

Honey consolidates its leadership amid wellness and flavour trends

Chocolate, nut, and fruit spreads face cost pressures and evolving expectations

WHAT'S NEXT?

Outlook shaped by innovation, cost management, and global honey dynamics

Honey and functional spreads anchor the “better-for-you” evolution

COMPETITIVE LANDSCAPE

Heinz Wattie’s reinforces leadership through scale and everyday relevance

Comvita seeks stability through potential acquisition and strategic realignment

CHANNELS

Supermarkets remain the anchor but local outlets add vitality

Specialist outlets and local artisans build niche loyalty

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-new-zealand/report.