



Cooking Ingredients and Meals in Australia

November 2025

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Cooking Ingredients and Meals in Australia

EXECUTIVE SUMMARY

Cooking ingredients and meals growth impacted by financial hardship and price rises

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Slow economic recovery limits growth in cooking ingredients and meals in 2025

Healthy eating remains a key focus of demand and new product development

Global trends inform new product development

WHAT'S NEXT?

Sales set for steady growth as consumer spending sees a slow recovery

Products that support long-term health will be key to growth

Private label faces a fight to retain its share as the economy recovers

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HelloFresh remains popular with its brand of healthy convenience

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Ready meals maintain steady growth as consumers demand convenience food

WHAT'S NEXT?

Fast-paced modern lifestyles should sustain demand for convenience food

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WHAT'S NEXT?

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Challenging for new brands to find a place in the market

COMPETITIVE LANDSCAPE

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