



**Euromonitor
International**

World Market for Cooking Ingredients and Meals

May 2024

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Plant-based meals pose challenges, but offer substantial gains

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Examining five trends shaping the cooking ingredients and meals industry
Plant-based claims continue to rise, driven by vegan, vegetarian and flexitarian diets
Plant-based options becoming more prevalent in ready meals, with influx of new entries
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Mr Choco sweet spread addresses health concerns within an indulgent category
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Innovations catering to convenience help attract busy consumers
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