

# Nestlé SA in Cooking Ingredients and Meals

May 2025

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Nestlé's global footprint

Nestlé leads frozen ready meals and frozen pizza in the US

Nestlé stops selling frozen meals and pizzas in Canada

Nestlé looking to boost its marketing investment in 2025

North America is the Nestlé Group's biggest regional market

Nestlé faces challenges in frozen formats as consumers trade down to cheaper options

### EXPOSURE TO FUTURE GROWTH

US meals and soups will dominate Nestlé's new sales in 2024-2027

Only Unilever and Adani expected to move up the top 10 rankings

Nestlé aiming for Net Zero by 2050

# COMPETITIVE POSITIONING

Strong meal kits growth makes HelloFresh the most dynamic company over 2021-2024

Private label a major competitor to Nestlé in cooking ingredients and meals

Key categories and markets

Key brands

Nestlé elevates convenience with a sensory experience

#### MEALS AND SOUPS

The US accounts for almost three quarters of Nestlé's global meals and soups sales Soup dominates Nestlé's sales in Brazil, Poland and France

# SAUCES, DIPS AND CONDIMENTS

Asia Pacific is Nestlé's biggest region for sauces, dips and condiments sales Nestlé offers a wide range of products in Israel through Osem Food Industries

# **KEY FINDINGS**

Executive summary

## **APPENDIX**

Projected company sales: FAQs Projected company sales: FAQs

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