



Euromonitor
International

Where Consumers Shop for Cooking Ingredients and Meals

July 2025

INTRODUCTION

Scope

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Key findings

INDUSTRY SNAPSHOT

Demand for convenience drives the industry

Price rises and supply challenge lead growth in retail sales value

Strong shift to eating at home drives volume growth of cooking ingredients and meals

CHANNEL SHIFTS

Offline leads cooking ingredient and meals sales, while e-commerce is expanding rapidly

Channel shift by category and region

Inflation drives retail channel shifts in cooking ingredients and meals

RETAIL OFFLINE

Offline retail holds strong as e-commerce rises in cooking ingredients and meals

Traditional grocers stay strong in emerging regions

Discounters and warehouse clubs expanding rapidly

Global expansion of discounters driven by German giants across globe

Edible oils lead private label surge amid shifting consumer choices

Latin America leads private label surge in emerging market

RETAIL E-COMMERCE

Meals and soups lead online growth in grocery retail

New Zealand leads e-commerce penetration for cooking ingredients and meals

Ready meals and food kits fuel online grocery growth

Grocery platforms win trust in online food retail

FUTURE DEVELOPMENTS

Inflation eases, but value-driven shopping persists worldwide

Cooking ingredients and meals sales set to continue expansion

E-commerce and discounters leads global grocery retail forecast

Saving time and effort remains a key driving force for cooking ingredients and meals

Key takeaways

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-cooking-ingredients-and-meals/report.