



Meals and Soups in the United Kingdom

November 2025

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Meals and Soups in the United Kingdom - Category analysis

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2025 DEVELOPMENTS

Innovative and premium offerings appeal to busy consumers

INDUSTRY PERFORMANCE

Demand remains stable in an increasing polarised market

Food kits thriving as players tap into the demand for healthy and convenient meal solutions

WHAT'S NEXT?

Innovation and premiumisation expected to fuel sustained gains in meals and soups

Health and nutrition trends set to drive new developments and reshape consumer preferences

International flavours, indulgence and sustainability set to boost consumer interest

COMPETITIVE LANDSCAPE

Private label continues to dominate despite the rise of branded meal kits

Crosta & Mollica focuses on delivering authentic Italian pizza for success

CHANNELS

Hypermarkets anchor the market as convenience and value led retailers gain ground

Warehouse clubs appeal to price sensitive shoppers while e-commerce continues to grow

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Cooking Ingredients and Meals in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Growing interest in global cuisine and authentic flavours

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Sales increase thanks to increased price stability and the need for convenience

Consumers look for innovation and a more authentic experience

Focus on UPFs pushes demand towards healthier and more natural options

WHAT'S NEXT?

Sales set to grow despite further price increases

Government regulation and a focus on healthier eating set to influence the market

Innovation will be key to building and retaining interest across the market

COMPETITIVE LANDSCAPE

Kraft Heinz retains the lead by adapting to evolving market trends

Smaller players seeing dynamic growth through authentic and innovative offerings

CHANNELS

Supermarkets and hypermarkets remain the key distribution channels

Competition increases as online and offline retailers compete for share

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