



Euromonitor
International

Meals and Soups in China

November 2025

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Meals and Soups in China - Category analysis

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2025 DEVELOPMENTS

Demand for convenience and flavour boost sales

INDUSTRY PERFORMANCE

Ready meals develop with healthier, tastier options

Quick recipe kits address consumer meal concerns and needs

WHAT'S NEXT?

Quick recipe kits to benefit from company activity and consumer demand trends

Key health claims to gain weight in meals and soups

Online grocery retailers drive innovation and new product development

COMPETITIVE LANDSCAPE

Sanquan Food offers popular products to lead a highly fragmented competitive landscape

NIUSAZZ's convenient cooking method wins consumer favour

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Convenience and price advantages spur e-commerce's strength in the category

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Cooking Ingredients and Meals in China - Industry Overview

EXECUTIVE SUMMARY

Sales hit by sluggish economy and declining household consumption

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthier direction of travel

Clean label remains the key health claim in meals and soups

Health-orientated move in sauces, dips and condiments

WHAT'S NEXT?

Convenience categories to the fore

Online grocery retailers to increase penetration and gain importance in ready meals and quick recipe kits

Use of technology to develop healthier pickled products

COMPETITIVE LANDSCAPE

The leading player develops a functional and customised offer

Fujian Xinmeichen Food answers consumers cooking and lifestyle needs with NIUSAZZ frozen pizza

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