



**Euromonitor
International**

Meals and Soups in Portugal

November 2025

Table of Contents

Meals and Soups in Portugal - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retailers drive growth by expanding range of ready meals

INDUSTRY PERFORMANCE

Ready meals gain momentum as consumers seek quick and affordable options

Private label brands strengthen their position through quality and variety

WHAT'S NEXT?

Category expected to continue growing as convenience remains a key driver

Health-conscious innovation shapes new product development

Sustainability and cultural adaptation gain importance

COMPETITIVE LANDSCAPE

Sonae consolidates leadership through its Continente brand

Lidl stands out as the most dynamic player in 2025

CHANNELS

Supermarkets remain the leading channel for meals and soups

E-commerce and frozen meals continue to gain traction

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Portugal - Industry Overview

EXECUTIVE SUMMARY

Widening product range in many areas supports growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience remains a key driver as consumers seek time-saving solutions

Growing demand for affordable, traditional meal options

Health and naturalness continue to shape consumer preferences

Price sensitivity influences purchasing behaviour

WHAT'S NEXT?

Steady forecast growth with stronger focus on affordability and value
Convenience and meal solutions to lead category development
Sustainability and innovation to remain central themes

COMPETITIVE LANDSCAPE

Sonae maintains category leadership through private label strength
Unilever sustains a strong branded portfolio and marketing investment
Nueva Pescanova emerges as the most dynamic player
Private label gains visibility and trust

CHANNELS

Supermarkets remain dominant, supported by expansion and promotions
E-commerce drives dynamism through convenience and alignment with in-store offers
Foodservice supported by tourism but constrained by price sensitivity

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 21 - Penetration of Private Label by Category: % Value 2020-2025
Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-in-portugal/report.