



**Euromonitor
International**

Meals and Soups in Canada

November 2025

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Meals and Soups in Canada - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Players expanding range across all price points, while subscription models gain interest

INDUSTRY PERFORMANCE

Upward trajectory for meals and soups in 2025

Leading players offer affordable options

Subscription models expand, benefiting meal kits

WHAT'S NEXT?

Meals and soups set to see positive growth in both value and volume terms

Plant-based options are expected to gain ground

New tariffs set to impact prices and production

COMPETITIVE LANDSCAPE

Dr Oetker leads meals and soups with a strong presence in frozen pizza

New product development boosts sales for Taylor Fresh Foods

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Discounters increase chilled and frozen shelf space and take share from supermarkets

Dynamic growth for e-commerce in 2025

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Cooking Ingredients and Meals in Canada - Industry Overview

EXECUTIVE SUMMARY

Stable performance linked to immigration-driven population growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Changing lifestyles and demographics are reflected in category performance

High tariffs prompt local consumers to opt for domestic produce

Global flavours gain popularity and innovation follows suit

WHAT'S NEXT?

Overall growth predicted for cooking ingredients and meals
Trade tensions will impact retail prices in the coming years
Legislative developments will drive players to improve formulations

COMPETITIVE LANDSCAPE

Kraft Heinz leads a fragmented industry
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