



# Meals and Soups in New Zealand

November 2025

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## Meals and Soups in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales benefit from price-sensitive consumers shifting from dining out to dining in

#### INDUSTRY PERFORMANCE

Convenience-focused products sustain growth amid household pressure

Meal kits struggle to recover as consumers seek value and variety

#### WHAT'S NEXT?

Moderate outlook shaped by investment and structural challenges

Health and wellness drive a shift toward balanced, functional meals

#### COMPETITIVE LANDSCAPE

My Food Bag remains a familiar name, though subscription fatigue weighs on performance

Woolworths invests in production and private label development to reinforce its leadership

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E-commerce becomes an established route for meal solutions

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Cooking Ingredients and Meals in New Zealand - Industry Overview

### EXECUTIVE SUMMARY

Price-sensitivity persists, benefiting private label

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Health and wellness steer product development

Reformulation and transparency reshape sauces and condiments

From "quick fixes" to "fakeaways"

#### WHAT'S NEXT?

Moderate value growth amid cost and supply pressures

Health and wellness define long-term value  
Market reform and digital retail transformation

## COMPETITIVE LANDSCAPE

Heinz Wattie's maintains market leadership  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/meals-and-soups-in-new-zealand/report](http://www.euromonitor.com/meals-and-soups-in-new-zealand/report).