



Euromonitor  
International

# Meals and Soups in Australia

November 2025

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## Meals and Soups in Australia - Category analysis

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#### 2025 DEVELOPMENTS

Ready meals boosted by popularity of convenient meal solutions

#### INDUSTRY PERFORMANCE

Ready meals maintain steady growth as consumers demand convenience food

Ready meals maintain steady growth as consumers demand convenience food

#### WHAT'S NEXT?

Fast-paced modern lifestyles should sustain demand for convenience food

Healthy living trend set to shape the growth trajectory of meals and soups

Online sales and home deliveries likely to remain a core factor behind the category's growth

#### COMPETITIVE LANDSCAPE

HelloFresh remains on top thanks to the ongoing success of food kits

Marley Spoon continues to win favour with its premium food kits

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Supermarkets remain the cornerstone of grocery retailing in Australia

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Cooking ingredients and meals growth impacted by financial hardship and price rises

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Slow economic recovery limits growth in cooking ingredients and meals in 2025

Healthy eating remains a key focus of demand and new product development

Global trends inform new product development

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Sales set for steady growth as consumer spending sees a slow recovery

Products that support long-term health will be key to growth

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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-australia/report](http://www.euromonitor.com/meals-and-soups-in-australia/report).