



Meals and Soups in India

February 2026

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Meals and Soups in India - Category analysis

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2025 DEVELOPMENTS

Shifting definitions of convenience reshape meals and soups

INDUSTRY PERFORMANCE

Evolving consumer preferences influence ready meals demand

Meals and soups sees growing competition from alternatives

WHAT'S NEXT?

Dry soup as key growth driver through improved benefit proposition

Ready meals set to record moderate growth amid its own set of challenges

Consumer awareness and distribution remain central to category growth

COMPETITIVE LANDSCAPE

Legacy brands driven by distribution reach continue to dominate

Players in ready meals benefit from robust distribution networks

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Cooking culture and price pressures underpin 2025 performance

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Cultural habits and evolving consumer preferences shape progress in 2025

Health trends impact purchasing decisions

Busy urban lifestyles push convenience demand

WHAT'S NEXT?

Improved economy and robust interest in home cooking ensure further growth for forecast period

Nutritional concerns will remain central for consumers

Labelling regulations set to sharpen focus on ingredient lists

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