



**Euromonitor  
International**

# Meals and Soups in Germany

November 2025

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## Meals and Soups in Germany - Category analysis

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#### 2025 DEVELOPMENTS

Busy lifestyles drive further demand for meals and soups

#### INDUSTRY PERFORMANCE

Frozen products gain from the needs of busy consumers and an improving quality perception

Vegan ready meals ride health, sustainability and ethical trends

#### WHAT'S NEXT?

Strong company activity but growth is expected to slow compared with the review period

Growing vegetarian and vegan offer in response to evolving consumer trends

Convenience and wellness to foster use of frozen food subscription services

#### COMPETITIVE LANDSCAPE

Aldi and Frosta show the strength of private label and brands, respectively

Price and quality factors push retail value sales of Gustavo Gusto

#### CHANNELS

Discounters leverage good price-quality ratios to dominate the distribution of meals and soups

Online developments widen access to ready meals

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## Cooking Ingredients and Meals in Germany - Industry Overview

### EXECUTIVE SUMMARY

Strong retail value sales growth in line with key trends in packaged food

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Players adapt to market conditions

Convenience increases weight in consumer choices

Plant-based options enjoy rising demand

#### WHAT'S NEXT?

Sustainability to help shape the offer and presentation  
Healthier and functional products to pique the interest of consumers  
Easing price movements to push organic edible oils

## COMPETITIVE LANDSCAPE

Strong private label offer in cooking ingredients and meals  
Branded players look to capitalise on key trends

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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-germany/report](https://www.euromonitor.com/meals-and-soups-in-germany/report).