



Euromonitor
International

Cooking Ingredients and Meals in Western Europe

April 2025

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Key findings

REGIONAL OVERVIEW

Western Europe has the third biggest market for cooking ingredients and meals

Return to positive volume growth in 2024 as inflation eases across the region

Western Europe is the leading region for sales of sweet spreads

Meal kits a dynamic category in a number of Western European markets over 2019-2024

Restaurants' products hitting retail channel in UK "fakeaway" trend

Edible oils most dynamic, but meals and soups add the most new sales in 2019-2024

German consumers increasingly looking for convenient cooking solutions

"Made in France" a key consideration for French consumers

Modern grocery retailers dominate cooking ingredients and meals sales in Western Europe

Discounters benefit from consumers' price sensitivity in recent years

LEADING COMPANIES AND BRANDS

Private label accounts for more than a third of Western European sales

HelloFresh benefits from the rapid growth in meal kits

Top five players present across the region

Frosta moves up the rankings over 2019-2024

FORECAST PROJECTIONS

Positive value and volume growth expected throughout the forecast period

Next set of HFSS regulations to be introduced in the UK in 2025

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Austria: Competitive and Retail Landscape

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