



The World Market for Cooking Ingredients and Meals

December 2025

INTRODUCTION

Our expert's view of cooking ingredients and meals in 2025

Cooking ingredients and meals industry snapshot

Key findings

Cooking ingredients and meals faces a 2026 dominated by consumer cost concerns

Top five trends in cooking ingredients and meals

Top five trends uncovered

Drivers of consumer markets and impact on cooking ingredients and meals

Adjacent industries and how they impact cooking ingredients and meals

STATE OF THE INDUSTRY

A tenuous recovery from years of turmoil

Edible oils trails in value sales, but is dominant in importance to global consumers

Asia Pacific widens its lead as the largest region

Price is exerting pressure on consumer shopping habits

COMPANIES AND PRODUCTS

The top companies in the industry are likely to shift soon

High levels of inflation in many markets distorts many companies' performance

Private label gains in an otherwise largely stable market landscape

Sustainability claims slightly outperform the average

CHANNELS

Value-orientated channels displace e-commerce as the most dynamic

E-commerce should return to the top spot in growth in the forecast period

E-commerce activity is distorted by the fortunes of the meal kit category

FUTURE OUTLOOK

The top spenders in the industry will hold constant over the period to 2030

The US retains the growth leader title, as Brazil and India close in

Meals and soups will retain its spot as the top category

The industry is highly vulnerable to future economic shocks

Most global unmet market potential lies in Asia Pacific

CONCLUSION

Threats and opportunities abound on the horizon for the industry

Recommendations for cooking ingredients and meals for the forecast period

Our expert's view of cooking ingredients and meals in 2030

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