

Meals and Soups in Germany

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Abstracts

Demand for frozen ready meals in Germany continued to grow in 2023, as consumers increasingly searched for convenient meal solutions that catered for busy lifestyles. As German consumers juggled work, family and social commitments, there was a growing need for quick and convenient meal options that required minimal preparation time. Frozen ready meals have been emerging as a convenient solution, offering a wide variety of dishes that could be easily stored in the freezer and heated up in a matte...

Euromonitor International's Meals and Soups in Germany report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Meals and Soups market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Meals and Soups in Germany
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LIST OF CONTENTS AND TABLES

MEALS AND SOUPS IN GERMANY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Frozen ready meals grow as consumers look for convenience
Vegetarian and vegan options expand the options for meals and soups
Formats for ready meals evolve with a focus on sustainability
PROSPECTS AND OPPORTUNITIES
Food box subscription meal kits will continue to be an option for consumers
Forecast period will see meal kits further growing and evolving
The competitive landscape for meals and soups to remain stable over the forecast period

CATEGORY DATA

Table 1 Sales of Meals and Soups by Category: Volume 2018-2023
Table 2 Sales of Meals and Soups by Category: Value 2018-2023
Table 3 Sales of Meals and Soups by Category: % Volume Growth 2018-2023
Table 4 Sales of Meals and Soups by Category: % Value Growth 2018-2023
Table 5 Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023
Table 6 Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023
Table 7 Sales of Soup by Leading Flavours: Rankings 2018-2023
Table 8 NBO Company Shares of Meals and Soups: % Value 2019-2023
Table 9 LBN Brand Shares of Meals and Soups: % Value 2020-2023
Table 10 Distribution of Meals and Soups by Format: % Value 2018-2023
Table 11 Forecast Sales of Meals and Soups by Category: Volume 2023-2028
Table 12 Forecast Sales of Meals and Soups by Category: Value 2023-2028
Table 13 Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028
Table 14 Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028
COOKING INGREDIENTS AND MEALS IN GERMANY
EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 15 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 16 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 17 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 18 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 20 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 21 Penetration of Private Label by Category: % Value 2018-2023

Table 22 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 24 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 25 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 26 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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