

# Meals and Soups in Italy

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## Abstracts

Meal kits are becoming increasingly popular among Italian consumers. This trend is winning over more and more people because it offers many advantages. First, meal kits are very convenient and practical because they save time and effort. There is no need to shop and choose the ingredients because everything is delivered to your home. In addition, the ingredients are already portioned; therefore, there is no risk of wasting food. Furthermore, meal kits promote a healthier and more sustainable lif...

Euromonitor International's Meals and Soups in Italy 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 2018-2022, 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 2027, 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.

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Euromonitor International

November 2023

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Ready meals retains a local flavour but Asian dishes are also proving popular

Chilled soup thriving as a healthy and nutritious option

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Meal kits likely to grow in popularity as the range and variety of options continues to expand

Prepared salads set to continue on an upward trajectory to their healthy and convenient nature

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