

Soup in Italy

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Abstracts

Coronavirus (COVID-19) has had a largely negative impact on soup in Italy, with only chilled soup predicted to see retail volume growth over 2020 as a whole. This continues the dip in demand for dehydrated, shelf stable and frozen soups, although chilled soup is seeing faster growth compared with 2019. Tellingly, instant soup, which saw positive retail volume sales growth up to an including 2019, is projected to see a small decrease over 2020 as a whole. Only higher unit prices is enabling non-c...

Euromonitor International's Soup in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

Product coverage: Chilled Soup, Dehydrated Soup, Frozen Soup, Instant Soup, Shelf Stable 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 Soup 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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KEY DATA FINDINGS

2020 IMPACT

Lockdown affords consumers time and space to prepare soup and other meals from scratch to the detriment of packaged sales

High consumption of vegetables and diet trends support the demand for chilled soup, although sales differ according to region

Organic consumers' acceptance of higher prices helps Almaverde Bio post the fastest retail value sales growth while economic and health factors support private label growth in chilled soup

RECOVERY AND OPPORTUNITIES

Chilled soup is predicted to continue to drive the category as consumers look for fast and convenient but healthier options to cope with a return to hectic lifestyles

Soup's development set to shift to high service content, healthier and more flexible formats to cater to the growing demand for convenience with quality

Naturally healthy, traditional and foreign recipe trends set to survive COVID-19 and accelerate in the forecast period

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