

# United States of America (USA) Soups Market Assessment and Forecasts to 2025

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## Abstracts

United States of America (USA) Soups Market Assessment and Forecasts to 2025

### SUMMARY

The US soups sector is led by the ambient soup category in the both value and volume terms in 2020 while the frozen soup category is expected to register the fastest value and volume growth during 2020-2025. Hypermarkets & supermarkets is the leading channel for distribution of soups in the country. Rigid metal is the most commonly used pack material in the US soups sector. Campbells Soup Company, General Mills, Inc., and Hormel Foods Corporation are the leading players in the sector.

This report on the Soups sector in US provides insights on high growth markets to target, trends in the usage of packaging materials, types and closures category level distribution data and companies market shares.

What else is contained?

Sector data: Overall sector value and volume data with growth analysis for 2015-2025

Category coverage: Value and growth analysis for ambient soup, chilled soup, dried soup (mixes), frozen soup and UHT soup with inputs on individual segment share within each category and the change in their market share forecast for 2020-2025

Leading players: Market share of compaines (in value terms) and private labels

(in value terms) in 2020

Distribution data: Percentage of sales within each category through distribution channels such as cash & carries & warehouse clubs, convenience stores, department stores, food & drinks specialists, hypermarkets & supermarkets, e-retailers, “dollar stores”, variety stores & general merchandise retailers other general retailers.

Packaging data: consumption breakdown for package materials and pack types in each category, in terms of percentage share of number of units sold. Pack material data for glass, flexible packaging, rigid plastics, paper & board and rigid metal; pack type for: jar, bag/sachet, tub, stand up pouch, carton - folding, can, bottle, carton - liquid and other pack type, closure type for: screw top, prize off, twist off, lever closure, foil, film and other closure types, primary outer types for: carton - folding, sleeve and shrink wrap.

## **SCOPE**

Both the per capita consumption and expenditure of soups in the US were higher than both the global and regional levels in 2020

The US consumers preference remains unchanged in the soups sector

The per capita consumption of the ambient soup was higher than other soup categories in 2020

Hypermarkets & supermarkets is the leading distribution channel in the US soups sector

Brands are growing at a higher CAGR than private label products in the US soups

Flexible packaging accounted for a share of 75.4% in the US soups sector, in 2020

## **REASONS TO BUY**

Identify high potential categories and explore further market opportunities based on detailed value and volume analysis

Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities

Gain an understanding of the total competitive landscape based on detailed company share analysis to plan effective market positioning

Our team of analysts have placed a significant emphasis on changes expected in the market that will provide a clear picture of the opportunities that can be tapped over the next five years, resulting in revenue expansion

The packaging analysis report helps manufacturers, in identifying the most commonly used packaging materials in the sector

Analysis on key macro-economic indicators such as real GDP, nominal GDP, consumer price index, household consumption expenditure, population (by age group, gender, rural-urban split, and employed people and unemployment rate. It also includes economic summary of the country along with labor market and demographic trends.

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