

Dried Soup Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global dried soup market size reached US\$ 12.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 14.9 Billion by 2028, exhibiting a growth rate (CAGR) of 3.3% during 2023-2028.

Dried soup refers to an instant soup mix made by using dehydrated grains, vegetables and meat, along with various preservatives and flavoring agents. The ingredients are dehydrated using freeze-drying or slow air-drying techniques that help in removing the water content without affecting their nutritional value. It is usually available in portable cups and pouches and is relished by individuals of all age groups as a quick meal or snack option. Furthermore, it is widely considered as a more nutritious alternative to other instant food products such as noodles that usually contain a high amount of sodium and preservatives.

Rising working population and hectic lifestyles have left negligible time for preparing a balanced and nutritious meal. Consequently, the demand for convenience and ready-to-eat foods is experiencing a significant increase across the globe. These foods cater to both the nutritional needs and diversified tastes of consumers. Furthermore, the introduction of value-added gluten-free and organic variants of dried soup is expected to increase product demand. Additionally, the expansion of organized distribution channels such as grocery and convenience stores, along with several online grocery portals, has enhanced the product accessibility. Apart from this, innovative product packaging with the required nutritional information and other health benefits also helps in persuading the consumers to buy dried soup. Other factors contributing to the market growth include rising disposable income and expenditure capacity, along with aggressive

promotional activities by manufacturers.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global dried soup market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, type, preparation, packaging type and distribution channel.

Breakup by Product Type:

Dehydrated Dried Soup
Instant Dried Soup

Breakup by Type:

Vegetarian Soup
Non-Vegetarian Soup

Breakup by Preparation:

Regular
Organic

Breakup by Packaging Type:

Cups
Pouches
Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets
Convenience Stores
Grocery Stores
Direct Sales
Online Stores
Others

Breakup by Region:

Europe

Asia Pacific

North America

Middle East and Africa

Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Associated British Foods, B&G Foods, Baxters Food Group, Campbell Soup, Subo Foods, Frontier Soups, General Mills, Hain Celestial, House Foods Group, Kraft Heinz, Kroger, Nestl?, Nissin Foods, NK Hurst Company, Unilever, Premier Foods, etc.

Key Questions Answered in This Report:

How has the global dried soup market performed so far and how will it perform in the coming years?

What are the key regional markets in the global dried soup industry?

What has been the impact of COVID-19 on the global dried soup market?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the preparation?

What is the breakup of the market based on the type?

What is the breakup of the market based on the packaging type?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the global dried soup industry?

What are the key driving factors and challenges in the global dried soup industry?

What is the structure of the global dried soup industry and who are the key players?

What is the degree of competition in the global dried soup industry?

What are the profit margins in the global dried soup industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL DRIED SOUP MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Type
- 5.6 Market Breakup by Preparation
- 5.7 Market Breakup by Packaging Type
- 5.8 Market Breakup by Distribution Channel
- 5.9 Market Breakup by Region
- 5.10 Market Forecast

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Dehydrated Dried Soup

- 6.1.1 Market Trends
- 6.1.2 Market Forecast
- 6.2 Instant Dried Soup
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY TYPE

- 7.1 Vegetarian Soup
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Non-Vegetarian Soup
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY PREPARATION

- 8.1 Regular
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Organic
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY PACKAGING TYPE

- 9.1 Cups
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Pouches
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Others
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast

10 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 10.1 Supermarkets and Hypermarkets

- 10.1.1 Market Trends
- 10.1.2 Market Forecast
- 10.2 Convenience Stores
 - 10.2.1 Market Trends
 - 10.2.2 Market Forecast
- 10.3 Grocery Stores
 - 10.3.1 Market Trends
 - 10.3.2 Market Forecast
- 10.4 Direct Sales
 - 10.4.1 Market Trends
 - 10.4.2 Market Forecast
- 10.5 Online Stores
 - 10.5.1 Market Trends
 - 10.5.2 Market Forecast
- 10.6 Others
 - 10.6.1 Market Trends
 - 10.6.2 Market Forecast

11 MARKET BREAKUP BY REGION

- 11.1 Europe
 - 11.1.1 Market Trends
 - 11.1.2 Market Forecast
- 11.2 Asia Pacific
 - 11.2.1 Market Trends
 - 11.2.2 Market Forecast
- 11.3 North America
 - 11.3.1 Market Trends
 - 11.3.2 Market Forecast
- 11.4 Middle East and Africa
 - 11.4.1 Market Trends
 - 11.4.2 Market Forecast
- 11.5 Latin America
 - 11.5.1 Market Trends
 - 11.5.2 Market Forecast

12 SWOT ANALYSIS

- 12.1 Overview

- 12.2 Strengths
- 12.3 Weaknesses
- 12.4 Opportunities
- 12.5 Threats

13 VALUE CHAIN ANALYSIS

14 PORTERS FIVE FORCES ANALYSIS

- 14.1 Overview
- 14.2 Bargaining Power of Buyers
- 14.3 Bargaining Power of Suppliers
- 14.4 Degree of Competition
- 14.5 Threat of New Entrants
- 14.6 Threat of Substitutes

15 PRICE ANALYSIS

- 15.1 Key Price Indicators
- 15.2 Price Structure
- 15.3 Margin Analysis

16 COMPETITIVE LANDSCAPE

- 16.1 Market Structure
- 16.2 Key Players
- 16.3 Profiles of Key Players
 - 16.3.1 Associated British Foods
 - 16.3.2 B&G Foods
 - 16.3.3 Baxters Food Group
 - 16.3.4 Campbell Soup
 - 16.3.5 Subo Foods
 - 16.3.6 Frontier Soups
 - 16.3.7 General Mills
 - 16.3.8 Hain Celestial
 - 16.3.9 House Foods Group
 - 16.3.10 Kraft Heinz
 - 16.3.11 Kroger
 - 16.3.12 Nestl?

16.3.13 Nissin Foods

16.3.14 NK Hurst Company

16.3.15 Unilever

16.3.16 Premier Foods

List Of Tables

LIST OF TABLES

- Table 1: Global: Dried Soup Market: Key Industry Highlights, 2022 and 2028
- Table 2: Global: Dried Soup Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028
- Table 3: Global: Dried Soup Market Forecast: Breakup by Type (in Million US\$), 2023-2028
- Table 4: Global: Dried Soup Market Forecast: Breakup by Preparation (in Million US\$), 2023-2028
- Table 5: Global: Dried Soup Market Forecast: Breakup by Packaging Type (in Million US\$), 2023-2028
- Table 6: Global: Dried Soup Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028
- Table 7: Global: Dried Soup Market Forecast: Breakup by Region (in Million US\$), 2023-2028
- Table 8: Global: Dried Soup Market: Competitive Structure
- Table 9: Global: Dried Soup Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Dried Soup Market: Major Drivers and Challenges
- Figure 2: Global: Dried Soup Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Dried Soup Market: Breakup by Product Type (in %), 2022
- Figure 4: Global: Dried Soup Market: Breakup by Type (in %), 2022
- Figure 5: Global: Dried Soup Market: Breakup by Preparation (in %), 2022
- Figure 6: Global: Dried Soup Market: Breakup by Packaging Type (in %), 2022
- Figure 7: Global: Dried Soup Market: Breakup by Distribution Channel (in %), 2022
- Figure 8: Global: Dried Soup Market: Breakup by Region (in %), 2022
- Figure 9: Global: Dried Soup Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 10: Global: Dried Soup Industry: SWOT Analysis
- Figure 11: Global: Dried Soup Industry: Value Chain Analysis
- Figure 12: Global: Dried Soup Industry: Porter's Five Forces Analysis
- Figure 13: Global: Dried Soup (Dehydrated Dried Soup) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 14: Global: Dried Soup (Dehydrated Dried Soup) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 15: Global: Dried Soup (Instant Dried Soup) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 16: Global: Dried Soup (Instant Dried Soup) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 17: Global: Dried Soup (Vegetarian) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 18: Global: Dried Soup (Vegetarian) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 19: Global: Dried Soup (Non-Vegetarian) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 20: Global: Dried Soup (Non-Vegetarian) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 21: Global: Dried Soup (Regular) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 22: Global: Dried Soup (Regular) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 23: Global: Dried Soup (Organic) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 24: Global: Dried Soup (Organic) Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 25: Global: Dried Soup (Cups) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Dried Soup (Cups) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Dried Soup (Pouches) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Dried Soup (Pouches) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Dried Soup (Other Packaging Types) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Dried Soup (Other Packaging Types) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Dried Soup Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2017 & 2022

Figure 32: Global: Dried Soup Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028

Figure 33: Global: Dried Soup Market: Sales through Convenience Stores (in Million US\$), 2017 & 2022

Figure 34: Global: Dried Soup Market Forecast: Sales through Convenience Stores (in Million US\$), 2023-2028

Figure 35: Global: Dried Soup Market: Sales through Grocery Stores (in Million US\$), 2017 & 2022

Figure 36: Global: Dried Soup Market Forecast: Sales through Grocery Stores (in Million US\$), 2023-2028

Figure 37: Global: Dried Soup Market: Direct Sales (in Million US\$), 2017 & 2022

Figure 38: Global: Dried Soup Market Forecast: Direct Sales (in Million US\$), 2023-2028

Figure 39: Global: Dried Soup Market: Sales through Online Stores (in Million US\$), 2017 & 2022

Figure 40: Global: Dried Soup Market Forecast: Sales through Online Stores (in Million US\$), 2023-2028

Figure 41: Global: Dried Soup Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 42: Global: Dried Soup Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 43: Europe: Dried Soup Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Europe: Dried Soup Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Asia Pacific: Dried Soup Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Asia Pacific: Dried Soup Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: North America: Dried Soup Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: North America: Dried Soup Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Middle East and Africa: Dried Soup Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Middle East and Africa: Dried Soup Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Latin America: Dried Soup Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Latin America: Dried Soup Market Forecast: Sales Value (in Million US\$), 2023-2028

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