

# **Europe Soup Market By Product Type (Canned/Preserved Soup, Chilled Soup, Dehydrated Soup, Frozen Soup, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

Europe Soup Market was valued at USD 3.12 Billion in 2024 and is expected to reach USD 3.79 Billion by 2030 with a CAGR of 3.30% during the forecast period. The Europe soup market is experiencing steady growth driven by increasing health consciousness, rising demand for convenient meal options, and the growing popularity of plant-based and organic products. Consumers are gravitating toward ready-to-eat soups and dehydrated soup mixes due to busy lifestyles and a preference for quick yet nutritious meals. Countries such as the United Kingdom, Germany, and France are leading the trend, with innovations in flavors and packaging boosting appeal. The rising interest in vegan and gluten-free variants is also reshaping product portfolios.

### Market Drivers

#### Rising Demand for Convenient and Ready-to-Eat Food Products

One of the primary drivers fueling the growth of the Europe soup market is the increasing demand for convenient and ready-to-eat (RTE) food products. As European consumers face increasingly hectic lifestyles due to demanding work schedules, urbanization, and smaller family sizes, there is a growing inclination toward quick meal

solutions that do not compromise on nutrition. In 2023, 93% of consumers in Scotland and 72% in England, Wales & Northern Ireland cited food prices as their top concern, encouraging purchases of affordable, convenient options. Soups, especially instant and canned variants, serve as an ideal solution—offering ease of preparation, portion control, and minimal cleanup. This demand is particularly evident among young professionals, students, and working parents who seek healthy alternatives to fast food without spending time on meal preparation. In addition, the proliferation of microwave-friendly and resealable soup packaging enhances consumer convenience. Major food manufacturers in Europe are capitalizing on this trend by launching innovative soup products in single-serve formats, bulk family packs, and travel-friendly pouches. The popularity of “heat and eat” meals and the growing penetration of microwave ovens in European households further amplify the appeal of ready-to-consume soups. Additionally, time-pressed consumers are increasingly turning to soups as a viable lunch or dinner option that blends warmth, taste, and nutrition with minimal effort. This shift in eating habits continues to sustain market momentum across both urban and semi-urban segments in Europe.

## Key Market Challenges

### Increasing Competition from Fresh and Meal Replacement Alternatives

One of the most pressing challenges facing the Europe soup market is the growing competition from fresh, home-cooked meals and emerging meal replacement solutions. With the rise of health-conscious eating habits, many consumers are prioritizing fresh and minimally processed foods over shelf-stable and canned items, often associating packaged soups with high sodium levels, preservatives, and inferior nutritional value. In Southern European countries like Italy and Spain, where traditional culinary practices remain strong, consumers prefer preparing soups and broths from scratch using fresh ingredients. Furthermore, the rapid rise of meal replacement drinks, protein-rich smoothies, and health bars—especially among fitness-oriented and younger consumers—presents a viable substitute for soups, particularly during lunch hours. These options offer controlled calorie intake and fortified nutrients, which appeal to those managing weight or leading active lifestyles. Additionally, the meal kit delivery services that provide pre-portioned fresh ingredients for homemade meals have attracted consumers seeking both convenience and freshness. As these alternatives gain market traction, soup manufacturers must battle shifting consumer perceptions that view soup as either an occasional comfort food or a basic pantry filler, thereby reducing the frequency of consumption. This heightened competition necessitates repositioning soups as both nutritious and innovative to retain relevance in evolving dietary patterns.

## Key Market Trends

### Surge in Demand for Plant-Based and Vegan Soup Offerings

A major trend redefining the European soup market is the surge in demand for plant-based and vegan soup products. As more consumers across Europe adopt vegetarian, vegan, or flexitarian lifestyles—motivated by concerns about health, animal welfare, and environmental sustainability—soup brands are increasingly reformulating recipes to exclude animal-derived ingredients such as cream, meat, and animal-based broths. Instead, they are focusing on plant-powered ingredients like lentils, chickpeas, coconut milk, tofu, mushrooms, and an expanded range of vegetables. In markets such as the UK, Germany, and the Netherlands, the rise of veganism has pushed mainstream soup brands to introduce clearly labeled vegan SKUs while also encouraging innovation in dairy-free cream soups and protein-enriched plant-based broths. These vegan soups are not only perceived as healthier but also cater to food intolerance concerns, such as lactose intolerance and egg allergies. The plant-based trend aligns with a broader societal push for sustainable food systems, and many soup producers are responding by sourcing locally grown vegetables and using organic certifications to attract environmentally and ethically conscious consumers. This trend is also gaining traction in foodservice, with restaurants and cafes increasingly featuring vegan soups as part of daily offerings, boosting familiarity and encouraging retail purchase.

## Key Market Players

Unilever plc

W.A. Baxter & Sons Holdings Ltd.

Campbell Soup Company

The Kraft Heinz Company

The Hain Celestial Group, Inc.

Conagra Brands, Inc.

General Mills, Inc.

Hindustan Unilever Limited

Nestlé S.A

Ottogi Co., Ltd

### Report Scope:

In this report, the Europe Soup Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Europe Soup Market, By Product Type:

Canned/Preserved Soup

Chilled Soup

Dehydrated Soup

Frozen Soup

Others

#### · Europe Soup Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

#### · Europe Soup Market, By Country:

Germany

United Kingdom

France

Italy

Netherlands

Spain

Russia

Rest of Europe

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Europe Soup Market.

## Available Customizations:

Europe Soup Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

- Detailed analysis and profiling of additional market players (up to five).

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