

Europe Broth Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – Type (Chicken Broth, Beef Broth, Seafood Broth, Vegetable Broth, and Others), Category (Organic and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The Europe broth market is expected to grow from US\$ 1,169.24 million in 2022 to US\$ 1,422.86 million by 2028. It is estimated to grow at a CAGR of 3.3% from 2022 to 2028.

Innovative Packaging Solutions is Expected to Create Lucrative Growth Opportunities for Companies in the Europe Broth Market During the Forecast Period

The style of broth packaging is undergoing notable changes with a shift in consumer preferences. Broth cartons in single-serve and larger reclosable sizes have replaced broth cans, which were more common in aisles at malls, supermarkets, etc. Bone broths are being offered in boxes, cartons, spouted gusset pouches, glass containers, and K-cups. Manufacturers are focused on developing packaging solutions to avoid leakages. For instance, Bluebird Provisions has launched a new pouch with an iron-clad triple wall construction to minimize leakages. The pouches have pouring spouts that ease opening and pouring activities. Some brands have developed packaging methods that can help prolong broth shelf life by 0.5–2 years. Cartons are packaging solutions that are convenient to use and easy to recycle. They require lower space during transport and reduce the overall weight of a shipment. Gourmetfleisch, a German meat boutique, has come up with tine bags (like tea bags) containing beef broth. Its sachets come in a box that imitates a small butchery, with each small package hanging on hooks, like pieces of

real meat. In addition to providing esthetic values, these hooks serve to hang in the pan while preparing the dish, and when it is ready, the consumers need to remove and discard the bag. This type of premium packaging is creative and attractive, and grabs the attention of consumers, especially the younger generations. Thus, such innovations in packaging solutions are expected to create lucrative growth opportunities for companies in the Europe broth market during the forecast period.

Europe Broth Market Overview

In Europe, consumers have become more conscious of their diets, due to which they are adopting a holistic approach toward health & wellness. Thus, the changing lifestyle trends and growing number of highly affluent consumers interested in consuming healthy food have significantly influenced the Europe broth market in Europe. With increasing health consciousness among consumers, the demand for protein-rich products such as broth is expected to grow across the region over the forecast period. Moreover, according to an article published in Economic Times, in 2019, over 57 million people in Western Europe had osteoarthritis (OA). Thus, the increasing prevalence of leaky gut syndrome, arthritis, and other such diseases due to the growing consumption of unhealthy food is expected to increase the demand for broth in Europe. In addition, the Europe broth market in the region is witnessing growth owing to the presence of well-established players such as Bare Bone Broth Company, Paleo Broth Company, McCormick & Company Inc., etc. In Europe, the demand for organic products is increasing. Thus, Europe-based manufacturers are offering organic products. For instance, Bare Bone Broth Company includes organic broth in its product portfolio to cater to the increasing demand for organic products.

Europe Broth Market Revenue and Forecast to 2028 (US\$ Million)

Europe Broth Market Segmentation

The Europe broth market is segmented into type, category, distribution channel, and country.

Based on type, the Europe broth market is segmented into chicken broth, beef broth, seafood broth, vegetable broth, and others. In 2022, the chicken broth segment registered a largest share in the Europe broth market.

Based on category, the Europe broth market is bifurcated into organic and conventional. In 2022, the conventional segment registered a larger share in the Europe broth market.

Based on distribution channel, the Europe broth market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. In 2022, the supermarkets and hypermarkets segment registered a largest share in the Europe broth market.

Based on country, the Europe broth market is segmented into Germany, France, the UK, Italy, Russia, and the Rest of Europe. In 2022, the Rest of Europe segment registered a largest share in the Europe broth market.

Barebones Ventures LLC; Campbell Soup Co; Del monte Foods Inc; The Hain Celestial Group Inc; and The Manischewits Co are the leading companies operating in the Europe broth market.

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