

# World Market for Cooking Ingredients and Meals

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## INTRODUCTION

### Scope

Examining five trends shaping the cooking ingredients and meals industry  
Polarisation becoming more pronounced in cooking ingredients and meals  
Edible oils shortage causing market disturbance and continued price growth  
Developed markets see slower growth in cooking ingredients and meals  
Edible oil prices facing long-term challenges amidst climate change effects  
Asia Pacific to contribute the majority of absolute growth across all categories  
Sauces, dips and condiments to see dynamic growth, driven by new launches  
Sunflower seed oil still has significant potential for growth  
Inflationary pressures drive discounters' growth

## LEADING COMPANIES AND BRANDS

Flexibility to meet consumers' needs allows small players and private label to gain share  
Unilever manages to gain back lost market share while direct competitors continue to fall  
HelloFresh is faced with growing pains after fast expansion  
Plant-based meals pose challenges, but offer substantial gains

## TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping the cooking ingredients and meals industry  
Plant-based claims continue to rise, driven by vegan, vegetarian and flexitarian diets  
Plant-based options becoming more prevalent in ready meals, with influx of new entries  
Sauce category branches out by innovating with vegan product ranges  
Lower sugar content and higher nutrition in demand among health-orientated consumers  
Mr Choco sweet spread addresses health concerns within an indulgent category  
Premiumisation through taste, experience and convenience essential in the industry  
Demand for convenience drives growth and innovation in ready meals  
Gourmet and premium culinary trends redefine dining experiences at home  
Innovations catering to convenience help attract busy consumers  
Cooking ingredients and meals products see a rise in more focused sustainability claims  
Italy's Blueat introduces sustainably sourced sauces, helping reduce environmental impact  
Offline retailing gaining back customers by catering to consumer needs  
New retail solutions improve ready meal convenience and experience

## MARKET SNAPSHOTS

Global snapshot of edible oils  
Global snapshot of meals and soups  
Global snapshot of sauces, dips and condiments  
Global snapshot of sweet spreads  
Regional snapshot: Asia Pacific  
Regional snapshot: North America  
Regional snapshot: Latin America  
Regional snapshot: Western Europe  
Regional snapshot: Middle East and Africa  
Regional snapshot: Eastern Europe  
Regional snapshot: Australasia

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