

Meals and Soups in Colombia

November 2023

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Meals and Soups in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation curbs demand for ready meals Price hikes impact volume sales while consumers continue shift towards healthy options Prepared salads suffers in retail with consumers seeking substitutions

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Innovation will be key to supporting sales in soup, while digital trends may offer some relief for ready meals Balancing health with indulgence to see greater focus Plant-based alternatives to rise in ready meals

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