

Meals and Soups in the Czech Republic

November 2023

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Meals and Soups in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Meals and soups benefit from home dining and the convenience trend in 2023
Ready meals remain popular post-pandemic, with plant-based options continuing to gain traction
Consumer interest in soup is sustained thanks to cheap and healthy options

PROSPECTS AND OPPORTUNITIES

Players set to invest in chilled ready meals and shelf-stable ready meals to attract interest
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Plant-based variants will gain popularity, bolstered by endorsement from celebrities

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