

# Meals and Soups in France

November 2023

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## Meals and Soups in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ready meals players focus on consumer trends to overcome challenges caused by price hikes

Soup challenged by periods of hot weather, thus dampening demand

Frozen pizza starts to recover from Buitoni E coli scandal in France

#### PROSPECTS AND OPPORTUNITIES

Rise of single-person households supports the newer format of single-serving ready meals

Sustainability trends influence packaging formats in ready meals, while struggling soup also gets a makeover

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