

Meals and Soups in South Africa

November 2023

Table of Contents

Meals and Soups in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ready meals, which are quick to prepare, are favoured as a result of power outages
The growth of quick recipe kits and dry soup slows due to price increases and competition
Younger generations in particular drive demand for plant-based ready meals

PROSPECTS AND OPPORTUNITIES

The convenience of meals and soups will appeal to higher-income consumers
Return to higher retail volume growth for dry soup as price rises level off
Solid growth for frozen pizza and frozen ready meals

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2018-2023
Table 2 - Sales of Meals and Soups by Category: Value 2018-2023
Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023
Table 4 - Sales of Meals and Soups by Category: % Value Growth 2018-2023
Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023
Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023
Table 7 - Sales of Soup by Leading Flavours: Rankings 2018-2023
Table 8 - NBO Company Shares of Meals and Soups: % Value 2019-2023
Table 9 - LBN Brand Shares of Meals and Soups: % Value 2020-2023
Table 10 - Distribution of Meals and Soups by Format: % Value 2018-2023
Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028
Table 12 - Forecast Sales of Meals and Soups by Category: Value 2023-2028
Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028
Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in South Africa - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023
Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023
Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023
Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023
Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023
Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023
Table 21 - Penetration of Private Label by Category: % Value 2018-2023
Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028
Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028
Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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