

# Meals and Soups in Argentina

November 2023

Table of Contents

## Meals and Soups in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Steep price hikes constrain recovery in retail volume sales of soup  
Frozen pizza is the best performing category in retail volume growth terms  
Lack of variety continues to limit appeal of dried ready meals

#### PROSPECTS AND OPPORTUNITIES

Dry soup will continue to face increasing competition from instant noodles  
Outlook remains bright for frozen pizza and frozen ready meals  
Modern grocery retailers and e-commerce set to make distribution gains

#### 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 Argentina - 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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