

Meals and Soups in New Zealand

November 2023

Table of Contents

Meals and Soups in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive value growth, placing pressure on consumer spending

Despite rising prices, health and wellness remains a key priority

Despite inflation easing, extreme weather events drive unit price growth

PROSPECTS AND OPPORTUNITIES

Value sales growth expected to ease over forecast period

Cost-of-living pressures likely to create growth opportunities for private label

Ongoing at-home consumption likely to influence private label development

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 New Zealand - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-in-new-zealand/report.