

# Meals and Soups in South Africa

November 2023

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## 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  
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