

Meals and Soups in India

February 2024

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Meals and Soups in India - Category analysis

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2023 DEVELOPMENTS

Major players focus on expanding range of ready meals with view to increase consumption occasions

Ready meals gain traction in urban areas

Need for lighter meals and appetisers drives growth of soup

PROSPECTS AND OPPORTUNITIES

Major players in ready meals will look to increase presence and share of shelf in online space going forward

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Soup is expected to record moderate growth with own set of challenges

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