



Cooking Ingredients and Meals in Western Europe

January 2024

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Western Europe has the third biggest market for cooking ingredients and meals

Inflationary environment impacting volume growth in 2022 and 2023

Western Europe is the leading region for sales of sweet spreads

UK and Germany record very strong growth in meal kits over 2018-2023

Frozen pizza in France hit by E coli contamination scandal

Meals and soups add the most new sales in 2018-2023

Inflation impacting Western European markets at the end of the 2018-2023 period

Modern grocery retailers dominate cooking ingredients and meals sales in Western Europe

Retail e-commerce accounting for a 10th of sales in 2023

LEADING COMPANIES AND BRANDS

Private label plays an important role in the Western European competitive landscape

Kraft Heinz looking to stem its share losses in the UK

Most players present across the region

Meal kits brand HelloFresh shows the greatest dynamism over 2018-20223

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Positive value and volume growth expected over the forecast period

French and Italian consumers keen on products of local origin

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Austria: Competitive and Retail Landscape

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