



Euromonitor  
International

# Cooking Ingredients and Meals in the United Kingdom

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## Cooking Ingredients and Meals in the United Kingdom

### EXECUTIVE SUMMARY

Growing interest in global cuisine and authentic flavours

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Sales increase thanks to increased price stability and the need for convenience

Consumers look for innovation and a more authentic experience

Focus on UPFs pushes demand towards healthier and more natural options

### WHAT'S NEXT?

Sales set to grow despite further price increases

Government regulation and a focus on healthier eating set to influence the market

Innovation will be key to building and retaining interest across the market

### COMPETITIVE LANDSCAPE

Kraft Heinz retains the lead by adapting to evolving market trends

Smaller players seeing dynamic growth through authentic and innovative offerings

### CHANNELS

Supermarkets and hypermarkets remain the key distribution channels

Competition increases as online and offline retailers compete for share

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## Edible Oils in the United Kingdom

### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Instability in supply chain poses challenges

### INDUSTRY PERFORMANCE

Volume sales return to growth as the price of olive oil stabilises

Olive oil fuelling growth as the market improves

## WHAT'S NEXT?

Bright outlook for edible oils with improved forecasts for olive harvests

Innovation will be important, yet long-term success will depend on perceived value and practicality

Sustainability commitments and flavour innovation set to inform market growth

## COMPETITIVE LANDSCAPE

Filippo Berio remains the leading brand but private label still dominates

Odysea making waves with its premium product line

## CHANNELS

Hypermarkets and supermarkets successfully anticipate evolving market trends

Discounters pick up share against a backdrop of economic uncertainty

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[Meals and Soups in the United Kingdom](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Innovative and premium offerings appeal to busy consumers

## INDUSTRY PERFORMANCE

Demand remains stable in an increasing polarised market

Food kits thriving as players tap into the demand for healthy and convenient meal solutions

## WHAT'S NEXT?

Innovation and premiumisation expected to fuel sustained gains in meals and soups

Health and nutrition trends set to drive new developments and reshape consumer preferences

International flavours, indulgence and sustainability set to boost consumer interest

## COMPETITIVE LANDSCAPE

Private label continues to dominate despite the rise of branded meal kits

Crosta & Mollica focuses on delivering authentic Italian pizza for success

## CHANNELS

Hypermarkets anchor the market as convenience and value led retailers gain ground

Warehouse clubs appeal to price sensitive shoppers while e-commerce continues to grow

## CATEGORY DATA

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### Sauces, Dips and Condiments in the United Kingdom

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Growth fuelled by innovation and new flavours

### INDUSTRY PERFORMANCE

Mixed performances seen across the market with younger consumers displaying new preferences

Chilli sauces on the rise as consumers show a growing appetite for spicy food

### WHAT'S NEXT?

Focus on home dining and retail innovation set to fuel growth

Consumers likely to demand healthier, cleaner and more natural products

Sauces and condiments thrive on bold innovation and global tastes while authenticity remains key amid rising variety

### COMPETITIVE LANDSCAPE

Heinz retains the lead thanks to ongoing investment in new product development

Provenance and authenticity key factors behind the success of Filippo Berio

### CHANNELS

Hypermarkets and supermarkets dominate

E-commerce continues to make gains thanks to its convenience and variety of choice

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### Sweet Spreads in the United Kingdom

#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Economic uncertainty and health concerns hinder sales

#### INDUSTRY PERFORMANCE

Rising ingredient costs and increased health focus reshape sweet spreads

Honey and nut and seed based spreads the standout performers in 2025

#### WHAT'S NEXT?

Sweet spreads set for modest growth as innovation offsets ongoing pressures

Pursuit of wellness and indulgence fuelling creative innovation in sweet spreads

Wellness driven indulgence, creative versatility and transparency

#### COMPETITIVE LANDSCAPE

Ferrero leads but faces growing competition as innovation intensifies

Private label brands win shares in challenging economic time while mainstream brands hold position

#### CHANNELS

Shifting retail landscape helps shape consumer access and brand strategy

E-commerce thriving as consumers appreciate the convenience and the wide choice of options

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