



Euromonitor
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Cooking Ingredients and Meals in Australia

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Cooking Ingredients and Meals in Australia

EXECUTIVE SUMMARY

Cooking ingredients and meals growth impacted by financial hardship and price rises

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INDUSTRY PERFORMANCE

Slow economic recovery limits growth in cooking ingredients and meals in 2025

Healthy eating remains a key focus of demand and new product development

Global trends inform new product development

WHAT'S NEXT?

Sales set for steady growth as consumer spending sees a slow recovery

Products that support long-term health will be key to growth

Private label faces a fight to retain its share as the economy recovers

COMPETITIVE LANDSCAPE

HelloFresh remains popular with its brand of healthy convenience

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Ready meals maintain steady growth as consumers demand convenience food

WHAT'S NEXT?

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HelloFresh remains on top thanks to the ongoing success of food kits

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