



**Euromonitor
International**

Meals and Soups in the United Kingdom

November 2025

Table of Contents

Meals and Soups in the United Kingdom - Category analysis

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

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in the United Kingdom - Industry Overview

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

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 21 - Penetration of Private Label by Category: % Value 2020-2025

Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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