



**Euromonitor
International**

Meals and Soups in Australia

November 2025

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Meals and Soups in Australia - Category analysis

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2025 DEVELOPMENTS

Ready meals boosted by popularity of convenient meal solutions

INDUSTRY PERFORMANCE

Ready meals maintain steady growth as consumers demand convenience food

Ready meals maintain steady growth as consumers demand convenience food

WHAT'S NEXT?

Fast-paced modern lifestyles should sustain demand for convenience food

Healthy living trend set to shape the growth trajectory of meals and soups

Online sales and home deliveries likely to remain a core factor behind the category's growth

COMPETITIVE LANDSCAPE

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

Marley Spoon continues to win favour with its premium food kits

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Supermarkets remain the cornerstone of grocery retailing in Australia

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Cooking Ingredients and Meals in Australia - Industry Overview

EXECUTIVE SUMMARY

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

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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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-in-australia/report.