



Meals and Soups in Germany

November 2025

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Meals and Soups in Germany - Category analysis

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2025 DEVELOPMENTS

Busy lifestyles drive further demand for meals and soups

INDUSTRY PERFORMANCE

Frozen products gain from the needs of busy consumers and an improving quality perception

Vegan ready meals ride health, sustainability and ethical trends

WHAT'S NEXT?

Strong company activity but growth is expected to slow compared with the review period

Growing vegetarian and vegan offer in response to evolving consumer trends

Convenience and wellness to foster use of frozen food subscription services

COMPETITIVE LANDSCAPE

Aldi and Frosta show the strength of private label and brands, respectively

Price and quality factors push retail value sales of Gustavo Gusto

CHANNELS

Discounters leverage good price-quality ratios to dominate the distribution of meals and soups

Online developments widen access to ready meals

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Cooking Ingredients and Meals in Germany - Industry Overview

EXECUTIVE SUMMARY

Strong retail value sales growth in line with key trends in packaged food

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Players adapt to market conditions

Convenience increases weight in consumer choices

Plant-based options enjoy rising demand

WHAT'S NEXT?

Sustainability to help shape the offer and presentation
Healthier and functional products to pique the interest of consumers
Easing price movements to push organic edible oils

COMPETITIVE LANDSCAPE

Strong private label offer in cooking ingredients and meals
Branded players look to capitalise on key trends

CHANNELS

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