Soup - US - June 2017

Report Price: £3085.18 | $3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The soup category continues to struggle, driven by sales declines in RTS (ready-to-serve) wet and condensed soup.

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Michael Averbook, Food & Drink Analyst

This report looks at the following areas:

- **Struggling category kept afloat by small segments**
- **Packaged soup struggles with image**
- **Cooking enthusiasm impacts the category**
- **Lack of interest in soup innovation**

Despite the maturity of the category there are opportunities for growth. Refrigerated soup may find continued success, as consumers are ditching the center of the store for the perimeter in hopes of finding products they may perceive as fresh and healthy. Soups that use recognizable ingredients, highlight free-from claims, and innovate in exciting flavors may capture consumers' attention, while convenient packaging that is microwavable or resealable may increase the situations and occasions for soup consumption.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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