

Soup - UK - May 2010

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What is this report about?

This report assesses the performance of the UK soup market since Mintel's last report on this sector in May 2008. Since 2007, the UK market for soup has grown by 11% to reach £511 million in 2009.

The fastest growth was seen in the ambient wet category, which grew by 13.8% over this same period to reach £314 million. Rising commodity prices put pressure on manufacturer costs, adding to the value sales increase.

The chilled soup sector has continued to experience strong sales growth as category leader New Covent Garden Co. has committed to new product development, helping to encourage product trial as well as encouraging repeat purchases.

Wet soup formats have continued to dominate new product development, and the launch of more soup ranges in a microwaveable format has helped bring more convenience to the soup category.

What have we found out?

- Soup is seen as a healthy/low calorie option by 19 million adults, although households with young children under 5yrs old are less interested..
- Manufacturers should encourage 16-24year olds to eat soup as a snack at home more. At the moment, this age group restrict soup consumption to evening meals.
- Value sales of soup increased by 11% between 2007 and 2009 to reach an estimated £511 million as soup is seen as the ultimate in comfort food, and manufactures kept up with new product launches.
- Manufacturers need to ensure they promote soup all year round: 17 million adults eat soup mainly when the weather is cold.
- Consumers need to be persuaded to experiment more as only 5 million adults try out a new soup flavour when they see it.
- Chilled soups account for a quarter all soup sales, yet a fifth of adults agree that fresh/chilled soups are better quality than tinned options.

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