

# Soup – Ireland – September 2013

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## This report looks at the following areas:

- How can soup manufacturers widen soup's appeal outside the 'winter warmer' and 'lunchtime market' and boost sales?
- With an increased focus on diet and health how can soup enhance its appeal in the lucrative health food market?
- In the midst of a difficult economic climate in which own-brand ranges are prevailing, how can soup brands increase their appeal and win back consumers?
- With scratch cooking experiencing resurgence, how can soup brands position themselves in this market?

Following the economic downturn in 2008, the Rol soup market experienced a continued decline in sales, with the market showing the first sign of recovery in 2012. The NI market has performed better with year-on-year growth recorded; however this is thought to be mainly due to food inflation rates.

The category has a strong appeal to Irish consumers both as a 'traditional winter warmer' and a convenient lunchtime option, and more specifically, with an ageing Irish population and high usage of soup amongst the over-55s, the market has the potential to grow in value.

In order to do so, however, soup brands face a number of challenges, including the increasing competition from noodle/snack pots and the necessity to expand soup's appeal in the warmer months and other meal/snack times.



"The Rol soup market experienced a decline in sales since 2008, with 2012 marking the first year of recovery. The NI market proved to be less volatile with year-on-year sales mainly increasing. Both markets are forecast growth until 2018; however, innovations in health, flavour and convenience are needed to drive the category forward."  
– Sophie Dorbie, Research Analyst

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