

Soup - US - June 2016

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"While the soup category is facing challenges due to the decline of RTS (ready to serve) wet and condensed soup, areas of opportunity exist. Sales of broth are up due to a cooking culture, and refrigerated soups are performing well in the market due to positive consumer sentiment surrounding the category."

Caleb Bryant, Foodservice Analyst

This report looks at the following areas:

- Soup category sales are flat
- Sodium levels are a challenge for packaged soup
- Consumers are purchasing many different soups

Definition

For the purposes of this Report, Mintel has used the following definitions for soup:

- RTS wet soup - canned or refrigerated soup that does not require additional ingredients, eg water or milk
- Condensed wet soup - soup that can be used as-is in recipes or needs to have water or milk added to use as traditional soup
- Dry soup mixes - dehydrated and requiring the addition of water to cook; most of these require simmering, although some are instant and need only be stirred. Includes bouillon and ramen noodle soup mixes
- RTS broth - thin soup of concentrated meat, fish, or vegetable stock
- Refrigerated fresh soup - soup that must be refrigerated to maintain freshness and heated to serve
- Frozen soup - soup that requires thawing and heating from its frozen state

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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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