

Prepared Meals - US - May 2019

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This report looks at the following areas:

- Meal/side sales remain warm
- Prepared meals serve a purpose, but it isn't enjoyment
- Private label brands are coming on strong
- Processed stigma hampers virtually the entire category
- Catering to an interest in clean
- Target young, up-and-comers with upgraded products
- Keep up with the changing definition of health



"In the Prepared Meal Category single-serve and side dishes have fared well, with successes in vegetable-based side dishes catering to consumer interest in increasing their vegetable intake. Similar concepts could be refined to focus on healthier attributes and capitalize on smaller sizes to afford the consumer a permissible indulgence."

- William Roberts, Jr, Senior Food & Drink Analyst

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