

Soup - US - April 2014

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“While respondents agree that soup is a healthy meal option, many also believe prepackaged soup contains too much sodium and artificial ingredients. Brands should work to equate wholesome ingredients with nutrition and flavor, and deemphasize low sodium content as it may deter some who perceive low sodium to mean low flavor.”

– Amy Kraushaar, US Food and Drink Category Manager

This report looks at the following areas:

- Can brands extend wholesome image to a healthy image?
- Can brands convert buyers from homemade to store-bought soups?
- Can soup be better positioned as a snack food?

The US soup market is forecast to grow slowly between 2013 and 2018, even though the slow economic rebound is forcing many recession-impacted consumers to seek out affordable meal solutions when household budgets do not allow for dining out or extravagant home-cooked meals. However, flavor, health, and convenience innovations should help drive sales in the coming years. Households with children remain an important demographic for marketers, although the percentage of households with children continues to decline. Brands may experience a bright spot in the quickly growing Hispanic and Asian populations between 2009 and 2019, as these groups report more likelihood than other racial/ethnic groups to buy soup for the household. This report covers these issues and factors in depth.

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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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Issues

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Issues

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Trend Application

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Trend: The Real Thing
Trend: Transumers
Trend: Non-standard Society

Market Size and Forecast

Key points

Sales continue to grow slowly post-recession

Providing more nutritious, flavorful, and convenient products should drive future sales

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Key points

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Key points

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Campbell Soup Co. retains major share, grows 2.9%

GM gains 3.3%

Toyo Suisan Kaisha Ltd. declines

Unilever grows 1.8% based on dry soup offerings

Nissin Foods USA Co. Inc. drops 0.4%, comprises 3.1% share

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Key points

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Private label makes up 22% share, grows 7.4%

Manufacturer MULO sales of wet broth/stock

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Key points

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Key points

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Information Resources Inc. Consumer Network Metrics

Appendix – Trade Associations

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