

Soup - US - June 2018

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"The soup category struggled to increase sales significantly. The key barrier to growth is lack of frequency, stemming from habitual behavior and conflicting consumer issues with health. Brands may break consumer habits and inspire trial with free-from claims and health benefits, bundling and sampling programs, and convenient packaging.

- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- Growing soups overshadowed by stagnant segments
- Frequent consumption is low
- Condensed soup in need of a refresh
- Disrupt consumer habits
- Reinforce soup category's range
- In-store communication
- Play up the wholesome
- Products flexible to consumers and needs

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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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