

Soup - US - June 2019

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"Sales of packaged soup are stagnating, if not declining. Fresher soup varieties are able to leverage healthy, comforting attributes. However, there is a keen interest in snacking instead of meals. Soup concepts that can leverage specific healthy concepts could resonate with consumers, particularly if the options are tailored to their interest in portability and more-diverse flavors."

- **William Roberts, Jr, Senior Food & Drink Analyst**

This report looks at the following areas:

- Sales stagnation
- Soup seen as healthy; packaged soup less so
- Portability innovation likely too challenging
- Countering the processed stigma
- Variety of vegetables
- More about mouthfeel

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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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