

Soup: Incl Impact of COVID-19 - US - July 2020

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“After years of little growth, COVID-19 has rejuvenated the soup category across segments. Powerful associations with comfort, affordability and convenience are paying off for brands big and small, which are seeing unprecedented levels of growth as consumers find a sense of security and value in the preparedness of a well-stocked pantry.”

– Kaitlin Kamp, Food and Drink Analyst

This report looks at the following areas:

- The short-, medium- and longer-term impact of COVID-19 on soup
- Soup lessons from past recessions
- Sought-after soup attributes
- How to disrupt habitual soup behaviors

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