Soup - UK - May 2012

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"There are clear opportunities through which soup manufacturers can encourage usage among the 16-24 age group, such as introducing more soup variants with 'fillingness' claims, which should appeal to the 48% of them who would eat soup more often if it filled them up."

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- **To what extent has the milder weather of 2011 hit sales of soup?**
- **How can manufacturers increase soup usage among 16-24s?**
- **To what extent is the economic situation encouraging consumers to cook soup from scratch?**
- **Is there room in the market for more chilled soups?**

This report covers the UK retail market for soup in all its forms other than homemade.

This report covers three main sectors defined as:

Wet ambient soup: This sector includes canned (tinned) soup – either as a ready-to-serve product or in a condensed format.

- It also includes other formats such as cartons, pots, tubs or pouches.

Dried soup: This sector comprises:

- Packet soups, which require simmering (sometimes also referred to as simmer soups).
- Instant cup soups (to which water is added and no further cooking is required).

Chilled soup: This sector includes fresh chilled soup – sold from the chilled cabinet and with a shelf life of around ten to 30 days.

- Frozen soup is a highly niche product. Mention is made of the product where relevant, but it is not included in market sizes.
- Soup sold through vending machines and on-trade through high street chains like Eat and Pret A Manger is excluded from this report.

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