



**Euromonitor
International**

Meals and Soups in Italy

November 2025

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Meals and Soups in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for convenient and healthy options drives growth

INDUSTRY PERFORMANCE

Evolving trends benefit meals and soups in Italy

Food kits leads growth as demand rises for convenient and personalised options

WHAT'S NEXT?

Shift towards convenient meal solutions suggests bright future for meals and soups

Functional variants set to become more prevalent

Innovation as primary growth driver

COMPETITIVE LANDSCAPE

Bonduelle leads with popular prepared salads

HelloFresh benefits from rising consumer interest in meal kits

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Supermarkets leads sales of meals and soups in Italy

E-commerce expands as logistics improve

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Cooking Ingredients and Meals in Italy - Industry Overview

EXECUTIVE SUMMARY

Demand for convenience and high-quality food benefits sales

KEY DATA FINDINGS

Hectic lifestyles support growth in cooking ingredients and meals

Olive oil sees falling prices as olive harvest recovers

Demand becomes more sophisticated as consumers show willingness to experiment

WHAT'S NEXT?

Value sales growth set to continue as meal kits expands

Edible oils will benefit from traditional importance of olive oil, though remains susceptible to several influences

COMPETITIVE LANDSCAPE

Coop Italia leads with broad private label portfolio

HelloFresh rises fastest as meal kits continues to expand

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