



Euromonitor
International

Competitor Strategies in Cooking Ingredients and Meals

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INTRODUCTION

Scope

Key findings

COMPETITIVE ENVIRONMENT

Global overview of cooking ingredients and meals

Multinational dominates the top rankings

Cooking ingredients and meals remain a primary focus for majors

Market momentum is the key driver of the top companies' growth

Developed regions drive revenue while emerging markets gain ground

Pursuit of value and cultural preferences are driving the rise of local brands across the globe

Top brands remain the key revenue drivers for major players

LEADING PLAYERS

Kraft Heinz struggles in the US while emerging markets deliver some promising results

Kraft Heinz's growth strategy includes expanding its consumer base through innovation

Unilever gains from its well-established brands in the key markets

Unilever maximises the opportunities in ready meals to secure volume-driven growth

Nestle faces challenges in frozen formats as consumers trade down for cheaper options

Nestlé elevates convenience with a sensory experience

TOP STRATEGIES

Selected key trends for top strategies in cooking ingredients and meals

TOP STRATEGIES

Health claims prevail in light of consumers' pursuit of value

Functional offerings go beyond adding nutrients with products curated for different needs

Brands are focusing on unique, nutritious plant-based experiences over meat replication

Plant-forward recipes increase their presence beyond ready meals

Brands are enhancing taste by balancing indulgence with health

Consumers' desire for indulgence goes beyond taste

Comfort with a limited budget drives innovation in edible oils

Affordable premium and larger formats prevail as consumers look for value for money

OUTLOOK

Key drivers to watch for strategic future planning

Despite easing inflation, uncertainties continue to impact companies' production costs

How brands pass inflation costs to consumers

Private label will continue to disrupt with innovative launches catering to sensory experience

Emerging markets offer significant growth potential over more saturated developed markets

E-commerce continues to shape the future, with meal kits, bulk buying and sustainability

The top 10 companies remain the same, with a notable change in the leading position

CONCLUSION

Recommendations

Key findings

APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

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