



Meals and Soups in Belgium

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Polarisation in meals and soups results in a stagnant retail volume performance
- Chilled meals gain ground at the expense of frozen goods
- Meal kits slowdown as consumers reach for chilled ready meals and home cooked options

PROSPECTS AND OPPORTUNITIES

- Positive retail volume sales supported by innovations on the landscape
- The trend for international flavours and dishes is set to revive over the forecast period
- The strong performance of foodservice will have a negative impact on retail value sales

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Cooking Ingredients and Meals in Belgium - Industry Overview

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