



**Euromonitor
International**

Meals and Soups in Portugal

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

New consumption occasions and portfolio diversification offers growth opportunities for brands
Soup consumption is increasing as it contributes to a healthier diet and can help shoppers economise
Retailers focus on ready meals to boost average spend and purchase frequency

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Cooking Ingredients and Meals in Portugal - Industry Overview

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