



Euromonitor  
International

# Meals and Soups in New Zealand

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## Meals and Soups in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Affordable convenience remains highly attractive for busy consumers  
The home cooking trends drives the rise of fake-aways in New Zealand  
Despite rising prices, health and wellness remains a key priority

#### PROSPECTS AND OPPORTUNITIES

Variety and exploration in flavours is key for forecast innovation  
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