



# Meals and Soups in India

January 2025

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## Meals and Soups in India - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Meals and soups sees growth, with traditional Indian dishes popular in ready meals

The competition intensifies in both ready meals and soup

Retail e-commerce and modern grocery retailers dominate

#### PROSPECTS AND OPPORTUNITIES

Demand will remain strong as consumers prioritise convenience

Expanding beyond urban India will be a challenge, but consumption occasions will rise

Soup will have its own set of challenges

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