



**Euromonitor  
International**

# Meals and Soups in Germany

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Convenience drives further retail demand for frozen pizza
- Plant-based and sustainability trends to drive growth in ready meals
- Despite challenges, HelloFresh maintains leadership of food kits, driven by convenience

PROSPECTS AND OPPORTUNITIES

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Cooking Ingredients and Meals in Germany - Industry Overview

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