

A YEAR OF INNOVATION IN SOUP, SALADS & SANDWICHES, 2021

Tinned soup has recorded a surge in activity in Europe as prepared salads celebrate their vegan status. Meat flavours are a big focus of innovation in Asia.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in soup, salads and sandwiches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: prepared soup, 2021

Europe: canned soup becomes an even more important cupboard staple

- The pandemic encourages consumers to keep their kitchens well-stocked
- Soup in cans and jars sees an uptick in launch activity
 - Graph 1: soup launches, by pack type, 2016-21
- Ambient soups dial up their quality and value-for-money credentials

Europe: salad brands celebrate their vegan and plant-based credentials

- Consumers reduce their meat intake
- Vegan and plant-based claims see growth in salad launches
 - Graph 2: salads with vegan, vegetarian and plant-based claims, 2016-21
- Plant protein ingredients appear in vegan and vegetarian salads

Middle East & Africa (MEA)

- Local manufacturers innovate in soup, salads and sandwiches

ASIA PACIFIC (APAC)

- APAC retail market overview: prepared soup, 2021

Asia: more soup launches embrace meaty flavours and textures

- Meat is a necessity in premium soups
- Mammalian and poultry meats are driving growth in meaty soups
 - Graph 3: soup launches, by select ingredient groups, 2016-21
- Meaty flavours and textures are celebrated in soup launches

Asia: environmental and ethical claims gain share of launch activity

- Consumers expect to see sustainable packaging
- Sustainability claims gain share of sandwich NPD in Asia
 - Graph 4: sandwich NPD with select ethical and environmental claims, 2016-21

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- Eco-friendly packaging claims are driven by the use of bio-ink and film in Japan

Australia and New Zealand (ANZ)

- Plant-based recipes are a focus of innovation in ANZ

THE AMERICAS

- Americas retail market overview: prepared soup, 2021

North America: consumers are hungry for innovation in sandwiches

- Consumers are craving more exciting sandwiches
- Microwaveable claims continue to decline among launches of sandwiches and wraps
- Microwaveable sandwiches and wraps decline in launch activity
 - Graph 5: sandwiches/wraps with the microwaveable claim, 2016-21
- Innovative microwaveable sandwiches can stem the category's decline

North America: consumers want to see soups with more vegetable content

- Consumers regard soup as a source of vegetables
- Onions, carrots and celery are the most common vegetables in soups
 - Graph 6: top 10 vegetable ingredients in soup NPD, 2020-21
- Brands highlight vegetable content on pack

Latin America

- Convenience claims dominate soup, salad and sandwich launch activity
 - Graph 7: select convenience claims as a % of NPD in soup, salads and sandwiches, 2020-21
- Flavoursome and easy-to-prepare soup, salads and sandwiches

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