

THE FUTURE OF MEALS, PIZZA AND SOUP: 2023

As strained budgets continue to drive consumer behaviour, brands can prove value by helping keep energy costs low and hungry stomachs fuller for longer.



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Report Content

- Meet Mintel's meals, pizza and soup expert

WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

IN THE NEXT TWO YEARS

- Mintel's perspective

Energy efficiency will become a value indicator

- Financially struggling consumers are making changes to their cooking habits
- Brands will show empathy and prove value via energy-saving products
 - Graph 1: consumer agreement that energy saving is an environmental/social issue that they are most interested in, 2022*
- Air fryer compatibility will drive packaging innovation in meals
- All-in-one meal and meal kit solutions will appeal for energy efficiency as well as convenience
- Brands should make more overt time/speed claims on pack
 - Graph 2: prepared meals, pizzas and soup innovations with a time/speed claim, 2013-23
- Promote 'eat from defrost' products as energy savers

Consumers will seek more Savvy Sustenance

- Consumers equate healthy, nutritious foods with good value
- Tap into health trends linked to satiety to attract cash-strapped soup consumers
- Push protein and fibre messages for satiety, or encourage the addition of healthy bulking ingredients
- Health is a harder sell in pizza, but fibre can resonate with older consumers
- Older consumers are a key target as pizza brands ramp up fibre content
 - Graph 3: product innovation with a high-/added-fibre claim, total food vs pizza, 2013-23
- Healthy innovation will broaden to encompass even more positive and functional health benefits
 - Graph 4: prepared meals, pizzas and soup innovation with claims in selected health claim categories*, 2013-23
- Nestlé Canada bets on the appeal of improved immune health

Ethics alone won't attract Gen Z to vegan food

- Flavour, fun and affordability will win with Gen Z in plant-based foods, not necessarily ethics
 - Graph 5: consumer agreement that 'the environment is something I worry about the most', by age*, 2022
- Gen Zs talk the talk, but often don't walk the walk on ethical/environmental issues

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- Focus on Gen Z's appetite for new experiences
 - Graph 6: consumer agreement with the statement 'I love trying new experiences', all vs 18-24s, 2023*
- Pique Gen Z appetites with exciting new meat-free flavours and pack formats
- Signpost new innovation to Gen Z with limited editions and seasonal specials
- Offer smaller snack formats to cost-conscious Gen Z

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Augmented reality will bridge the gap between cooking enthusiasm and ability
- Interest in blood sugar management will spark innovation targeting non-diabetics
- Concerns over AI-generated images will drive appreciation of 'ugly-delicious' real food

KEY TAKEAWAYS

- Key takeaways

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