



# Meals and Soups in Italy

November 2023

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## Meals and Soups in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Meal kits delivering on taste, quality, health and sustainability  
Ready meals retains a local flavour but Asian dishes are also proving popular  
Chilled soup thriving as a healthy and nutritious option

#### PROSPECTS AND OPPORTUNITIES

Meal kits likely to grow in popularity as the range and variety of options continues to expand  
Prepared salads set to continue on an upward trajectory to their healthy and convenient nature  
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