

Soups - US - May 2004 (\$2995.00)

Although the \$3.9 billion soup market increased 10.9% between 1998 and 2003, after adjusting for inflation, the market actually shows a small decline of 1.6%. Canned, jarred, and packaged soups are victims of the convenience trend that has transformed consumers' at-home eating habits over the years covered by this report. Although manufacturers have tried to bring convenience to the category through single-serve cups, Campbell's Soup at Hand (launched in 2002) was the first truly portable offering on the market. It is unclear if other manufacturers will follow this example, or if they will continue to focus on better tasting and more healthful sit-down options.

Ready-to-eat and condensed soups have battled over recent years, but while consumers may have been persuaded to switch sides, there has not been an overall increase in soup consumption. Ready-to-eat soups have seen their sales increase, but only at the cost of condensed and dried soup sales. New product lines have generated interest, but limited shelf space for soup in supermarkets has made it hard for the new products to stand out.

In this competitive market, it is critical for manufacturers to understand consumer attitudes towards soup when seeking new ways to enliven a mature industry. For this report, Mintel commissioned unique research among nearly 1,000 soup eaters, as well as analyzing results from Simmons Research, using the National Consumer Survey (NCS) and the Kids Survey. Mintel's unique and penetrating analysis shows you the market through the eyes of consumers, allowing you to formulate an effective and profitable marketing strategy.

For the purposes of this report, the following definitions have been used:

- condensed soup-canned soup that can be used as-is in recipes or needs to have water or milk added
- ready-to-serve soup-canned or refrigerated soup that does not require additional ingredients
- dried soup mixes-are dehydrated and require the addition of water to cook; most of these require simmering, although some are instant and need only be stirred
- bouillon-squares or powder that can be used either to make stock or as an ingredient
- ramen-packaged dried soup with Asian-style noodles

Not included are soups sold through supermarket delis, in-store restaurants, vending machines or foodservice.

Other Mintel reports of relevance include:

- Frozen Ready Meals - US - September 2001
- Diet Aids - US - October 2001
- British Lifestyles 2002
- Kids' and Teens' Eating Habits - US - May 2002
- Soups - UK - May 2002
- Organic Foods - US - June 2002
- Poultry - US - July 2002
- Fish & Seafood - US - July 2002
- Red Meat - US - September 2002
- Slimming Foods - UK - October 2002
- Pasta Sauces - US - January 2003
- Kosher Foods - US - February 2003
- Eating in One-person Households - UK - February 2003
- Own-label Food & Drink - UK - March 2003
- Food and Drink Packaging - UK - April 2003
- Reduced Fat and Reduced Calorie Foods - UK - April 2003
- Weight Control - US - June 2003
- Side Dishes - US - June 2003
- Eating Out Review - UK - June 2003

- Typical Shopping Basket (The) - UK - August 2003
- Functional Beverages - US - September 2003
- Crackers - US - September 2003
- Functional Food - US - October 2003
- Vegetarian Foods - US - November 2003
- Organic Foods - UK - November 2003
- Ingredient Trends - US - December 2003
- Condiments - US - December 2003
- Lunch Foods - UK - January 2004
- Shelf Stable Meals - US - April 2004
- Meal Kits - US - May 2004
- Low Carb - US - May 2004
- Dining Out Review: Volume I - Quick Service Restaurants - US - May 2004