



Home-cooking helpers: trends in soups.

Growth opportunities and insights in
home-cooking for the soups category.

Introduction.



Consumers are making lasting changes to their lifestyle and this is impacting their food choices. Tetra Pak's consumer research identifies these shifts in behaviour and product preferences and this report looks at what this means for food manufacturers.

30% of consumers say they are using more ready-made products to make their cooking easier

Develop ready-made soups that appeal to today's consumers by simplifying home-cooking and meal preparation, while also saving them time and money. Read this report for more insights into how to position and package your products as home-cooking helpers.

Home-cooking helpers: the future of home-cooking

Tetra Pak surveyed 7000 consumers in seven countries in June 2021 to understand how attitudes towards packaged products and home-cooking have evolved. Category-specific reports are available for packaged tomatoes, dressings and condiments, packaged vegetables, ready meals, ready sauces and ready soups applications.

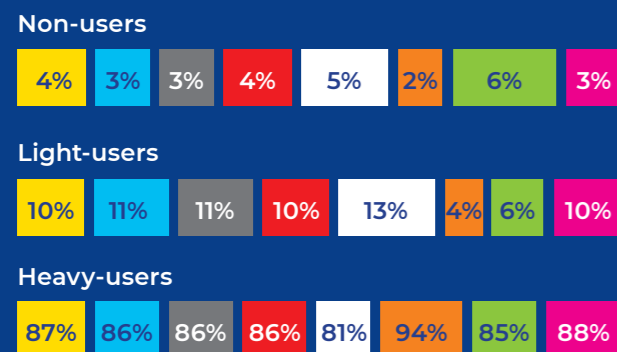
Consumer insights.



Home-cooking is here to stay.

Consumers are choosing to continue to cook at home. They see cooking from scratch as healthier and more nutritious, and it gives them greater control over their diet. They are using packaged products and ingredients to help them in their home-cooking and meal preparation, and are doing so on a regular basis.

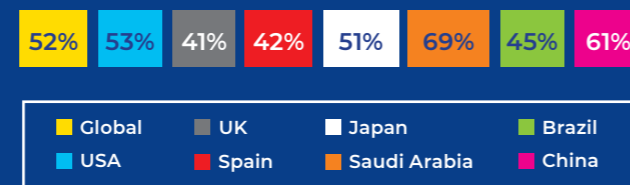
Monthly product usage per country:



1 in 5 consumers surveyed are continuing to cook more at home

With 67% of consumers saying home-cooking is healthier and 87% cooking with three or more packaged products every month, demand is strong. By positioning these products and ingredients as complementary to home-cooking and supporting healthy, kitchen-created meals food manufacturers could further increase their appeal.

Ready-made soup consumed every month or more:



Provide a helping hand.

Today's consumers want help with their home-cooking and are turning to packaged products and ingredients to find it. Short on time, they are looking for products that both inspire them and simplify meal preparation.

1 in 4 consumers say ease of preparing meals is important in home-cooking



Why do consumers use culinary products?

It saves time 

It tastes good 

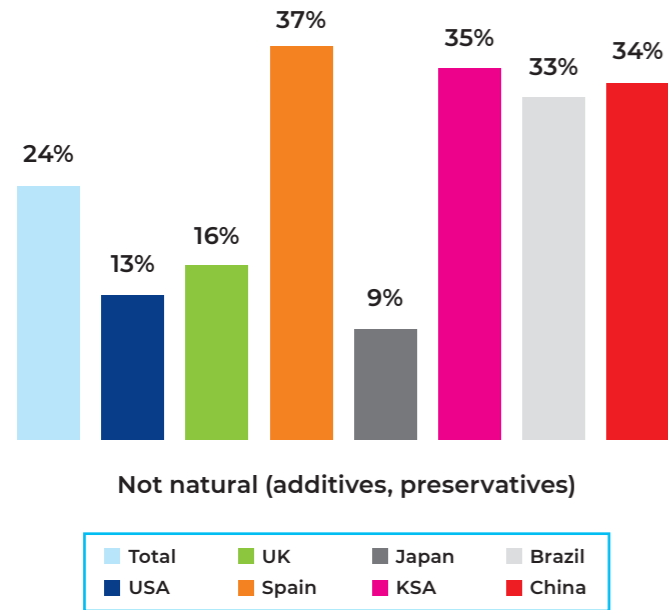
It simplifies my life 

Products such as ready-made soups are seen as home-cooking helpers that save time and make cooking from scratch easier. By emphasizing how their products add value to mealtimes while also minimising preparation and effort, food manufacturers will reflect consumer drivers and enhance their shelf-appeal.

Natural, healthy and hygienic

There is now greater awareness of the relationship between health, diet and food safety. From ingredient sourcing and removal of preservatives, through to processing methods and packaging choice, consumers are paying attention. Food manufacturers that take a holistic approach could boost the appeal of their packaged products and ingredients.

Not natural is the biggest barrier to buying culinary products:



Top 3 consumers drivers for home-cooking:



Natural products that are free from additives and preservatives will appeal to today's shoppers - 'not natural' emerged as the top reason for consumers choosing not to buy a product. Similarly, food safety was the number two consumer driver for home-cooking, ahead of affordability. While in terms of packaging choice, hygiene was third ranked behind easy to store and easy to open.



Growing food safety awareness is reflected in the demand for hygienic packaging.

Consumer insights for ready-made soups.

Ready-made soups are benefitting from the growing home-cooking trend, with over half of consumers globally incorporating them into their mealtimes at least once a month. In this section, find out what motivates consumers to buy ready-made soups and their product expectations.

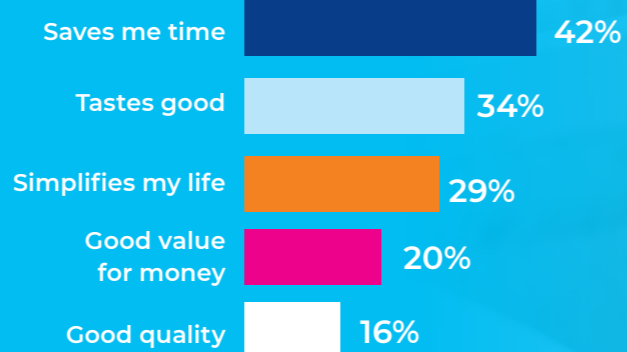
Taste and flavour influence ready-made soup purchases

A matter of taste.

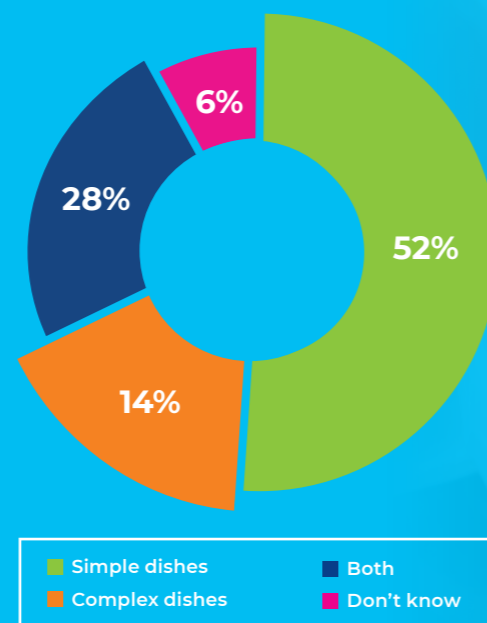
Ready-made soups are seen as time-saving and versatile products that simplify home-cooking. Products that deliver great taste and quality, and position ready-made soups as home-cooking helpers that minimise time spent on meal preparation, will appeal to consumers.

42% of Spanish consumers use ready-made soups at least once a month, 41% in the UK

Consumer associations:



Ready-made soups usage:





Why buy?

Flavour is the priority for consumers when deciding to buy, with ambient storage and third party endorsements also key influencers. Exploring different and exotic ingredients and flavours could be an opportunity for food manufacturers, alongside on-pack marketing initiatives.

Consumer purchasing drivers:

Indexed / %		
It offers a good variety of flavours	134	24%
It can be stored outside of the fridge	123	20%
Endorsements from trustful personalities / organisations	116	16%
It is on promotion/sale	113	10%

Differentiate with exotic flavours and ingredients

Packaging preferences.

Packaging must be both functional and aesthetically pleasing in the ready-made soups category. Consumers are looking for eye-catching packaging that is easy to open and to properly pour from. Sustainability is a factor too, with environmentally-sound packaging impacting purchasing decisions.

Consumer packaging drivers:

Indexed / %		
It has a high-quality image	115	8%
It allows to be emptied to the last drop	114	17%
It is easy to open	113	30%
It is easy to carry	112	14%

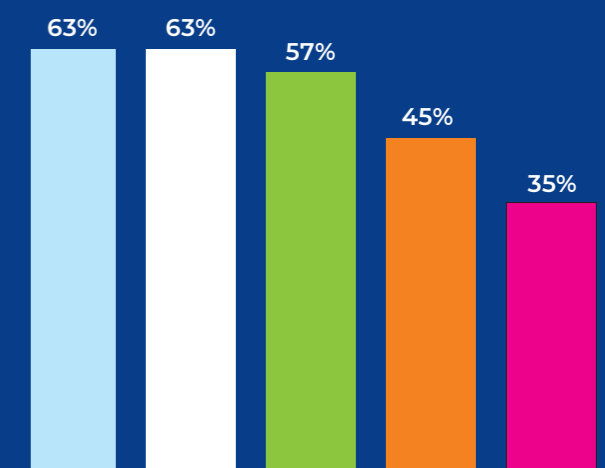
Know your audience.

Ready-made soups are used by all age ranges, with Gen Z'ers and Millennials the highest consumers. In terms of product positioning, food manufacturers should consider that the under 45s are more likely to use ready-made soups as part of their home-cooking, and males are heavier users than females.

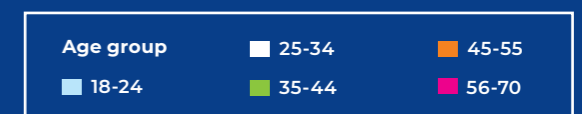
Gen Z'ers and Millennials are the highest users of ready-made soups



Usage of ready-made soups according to gender and age:



Usage of ready made meals between the ages of 18-70



Get in touch.

Let's discuss your next opportunity in packaged vegetables. [Click here.](#)

The future of home-cooking: 2021 and beyond.

Access global research into consumer eating and home-cooking trends in this multi-category report.

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