

# Soups Moving Forward in the US



## Market Overview

## Key Issues

## What does it mean?

- The US market for soup is the largest in the world, at 1.5 million tons of soup estimated for 2014.
- In both the US and Canada, wet soup dominates sales, accounting for 88-90% of sales.

- Nine in ten new soup launches in North America between October 2014 and September 2015 were flagged as convenient.
- North America has the highest level of new product development of soup that is organically-sourced and GMO-free.

- Many consumers are willing to pay more for organic sourcing, so more companies could emphasize this on packaging.
- Weight control is something more soup manufacturers ought to tap into, as a fifth of American consumers who buy soup do it because they are watching their weight.



## Homemade and Healthy Attributes move Dry Soups Forward

- Nearly all (89%) US soup consumers are interested in soups with a full serving, or more, of vegetables.
- About a third (32%) are interested and willing to pay more for this feature, while 57% are interested but would not pay more for this attribute.
- This suggests that adding more vegetables and promoting vegetable serving delivery will appeal to a significant majority of soup consumers.
- US consumers are interested in fresh and less processed foods.
- This will drive interest and uptake in dry soups that offer homemade attributes.
- Providing suggestions for adding fresh ingredients can help dry soups increase home-style appeal.

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# Product Launch Activity February 2015



## Hill Country Fare Chunky Grilled Sirloin Steak with Vegetables Soup

- Flavors: Grilled/Chargrilled & Vegetable
- Positioning claims: ease of use, ethical - environmentally friendly package.



## Progresso Artisan Smoky White Bean & Winter Vegetable Soup

- Flavors: Smoke & Bean (white) & Vegetable
- Positioning claims: microwaveable
  - Ready-to-serve wet soup is the largest US soup segment with sales estimated at \$2.1 billion in 2013.



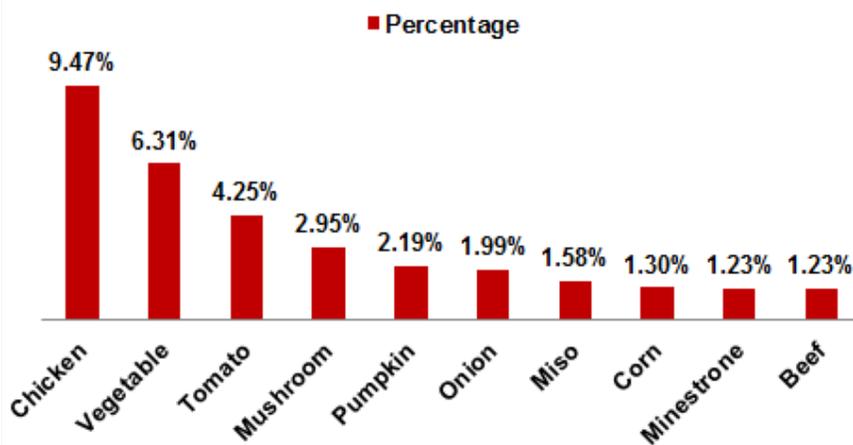
## Kashi's Savory Chicken Noodle Soup with Kale and Quinoa (frozen)

- Flavors: Chicken
- Positioning claims: all-natural, microwavable, no additives/preservatives, time/speed, wholegrain
  - Less than two out of 10 consumers in the US eat frozen soup, indicating that the segment has ample room to grow.

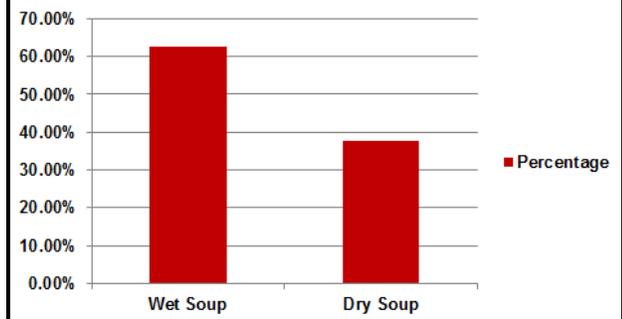


## 2015 Soup Product Launches

Top Flavors in Soup Launches of 2015



Top Sub-Categories of 2015



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