

Frozen Soup Market Emerging Trends and Will Generate New Growth Opportunities Status 2029

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PORTLAND, OR, UNITED STATES, April 5, 2022 /EINPresswire.com/ -- Frozen soups are a type of Ready-to-Eat (RTE) or instant soups, processed for fast and simple preparation. Initially, the soups were processed in the form of powder, which can be cooked by adding water and heating for some time but as the technology and

innovation advancement occurred, the new variants of instant soup were launched in the market. Frozen soups are the variety of commercially produced soups by the use of freezing technology. Freezing is used as a preservation method for various food products to remove a large amount of heat as well as enhance the shelf life of the product. It involves lowering down the product temperature generally to -18 degrees Celsius or below by the use of industrial freezers. The freezing process of soups is considered to be an efficient method as compared to other methods of food preservation as it has a low overall cost of production. The frozen soup is easy to prepare and involves thawing process to defrost the soup.



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COVID-19 Scenario Analysis:

The outbreak of the coronavirus pandemic has highly affected the sales and revenue of the frozen soup market as the manufacturing units had to be shut down and the production was decreased due to the shortage of manpower. The lockdown scenario initially disrupted the raw material availability due to the immobility caused by the ban on export and import and other regulatory hurdles. The retail stores and supermarkets were shut down due to the implication of social distancing, which decreased the sales of the frozen soups and caused a slump in the revenue. The post-lockdown scenario is anticipated beneficial for the frozen soup market in

terms of sales due to the social distancing norms and avoidance of consumers to mass gather in supermarkets, as the frozen soup has a high shelf life and can be stored easily.

Top Impacting Factors: Market Scenario Analysis, Trends, Drivers and Impact Analysis

Soups are prepared in the food industries by using the freezing technology such as freeze-drying in which the water content is removed from the soup and thus the microbial activity is lower down, which enhances the stability of the soup and reduces its overall weight. Frozen soups are easy to transport due to their low weight and can be easily stored. The increased awareness about new variants of food, health consciousness, increased disposable income, preservation of the soup, enhanced shelf life of the soup, improved nutritional quality, less time availability for cooking, the convenience of the product, and quick defrosting of soup are the key driving factors for the growth of frozen soup market. Whereas, the increased competition, traditional practices, availability of alternative products, requirement for refrigeration, and the high price of the product hinder the growth of the market. However, the investment in R&D, improved technology and industrial freezer, quality, and nutritional enhancement of the product present new pathways for the frozen market.

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The global frozen soup market trends are as follows:

Increased demand for frozen soup

Frozen soups are approved as the frozen products and safe for consumption by regulatory bodies such as FAO and FSSAI. They are considered to be pre-prepared products and do not require much time for preparation, therefore, creating more requirement and demand in the market. The frozen soups have consistency and ingredients as that of other commercial soups in the market, with an enhanced ingredient such as vegetables and spices. The main advantage of the frozen food lies in the variants of the flavor and off-season ingredients which can be stored for a longer time without any reduction in the quality and palatability. The overall cost of production for the freezing technology to be used as a method of preservation is considered to be cheaper than the other industrial methods used as the industrial freezer requires only more energy but are highly efficient. The frozen soups are manufactured in various varieties such as using vegetables and meat as well as preserving their organoleptic properties.

Top Key Players: Campbell Soup Co., The Kraft Heinz Co., Conagra Brands, Tabatchnick Fine Foods, Kettle Cuisine LLC, Blount Fine Foods, The Schwan Food Company, Phillips Foods Inc., Nestle, B&G Foods Inc., Baxters Food Group Ltd

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