

Ready-to-Eat Wet Soup Market to Reach USD 3,211 Mn by 2035 Amid Rising Demand for Healthy and Convenient Meal Solutions

The global ready-to-eat wet soup market is projected to double, as consumers increasingly seek out convenient, nutritious, and flavorful meal options

ROCKVILLE, MD , MD, UNITED STATES, June 27, 2025 /EINPresswire.com/ -- According to a comprehensive study by Fact.MR, the global [ready-to-eat wet soup market](#) is poised for substantial growth, with the market expected to rise from USD 1.56 billion in 2024 to USD 3.21 billion by 2035, reflecting a

strong compound annual growth rate (CAGR) of 6.8% over the forecast period. This growth is primarily attributed to the increasing demand for health-conscious, on-the-go food solutions amid the evolving dietary habits of urban consumers.



Ready-to-Eat Wet Soup Market

The ready-to-eat wet soup market is gaining traction as consumers increasingly seek convenient, nutritious, and flavorful meal solutions. With the rise of urban lifestyles, busy schedules, and a demand for shelf-stable yet fresh-tasting products, wet soups offer an ideal balance of health and convenience. Innovations in packaging, clean-label formulations, and global flavor profiles are making these soups a popular choice across diverse demographics.

For More Insights into the Market, Request a Sample of this Report:

https://www.factmr.com/connectus/sample?flag=S&rep_id=4582

Key Takeaways from Market Study:

Market value is estimated at USD 1.56 billion in 2024.

Projected to reach USD 3.21 billion by 2035.

Anticipated CAGR is 6.8% from 2025 to 2035.

Non-vegetarian soups hold over 75% market share.

Organic and clean-label variants gaining rapid traction.
Bottles, cans, and packets dominate packaging formats.
North America leads with high demand for protein-rich options
Asia-Pacific is the fastest-growing regional market.
Functional and immunity-boosting soups driving innovation.
Cold-chain logistics pose a challenge for market expansion.
Leading Players Driving Innovation in the Ready-to-Eat Wet Soup Market:

Key players in the ready-to-eat wet soup industry include Campbell Soup Company, The Kraft Heinz Co., General Mills Inc., Hain Celestial Group Inc., Amy's Kitchen Inc., Baxters Food Group Limited, Princes Limited, Conagra Brands, Inc., Trader Joe's Ltd, Tideford Organic Foods Ltd, Pea Soup Andersen, and J Sainsbury PLC.

Health, Flavor, and Functionality Lead the Way:

Today's consumers are not only seeking convenience but are also highly selective about nutritional content. Ready-to-eat wet soups, known for their ease of preparation and diverse flavors, are gaining traction across global markets. Non-vegetarian soups, particularly chicken and beef varieties, continue to dominate the category, contributing to more than 75% of global consumption. However, vegetarian options such as tomato, mushroom, and broccoli soups are also gaining momentum, especially among plant-forward and flexitarian consumers.

Packaging and Clean Labels Driving Consumer Preference:

Innovation in packaging formats—ranging from bottles and cans to convenient pouches and packets—has further strengthened the market. These packaging types not only extend shelf life but also cater to consumers looking for microwaveable and resealable options. The push toward organic and clean-label soups is also gaining ground, with increasing awareness about preservatives and artificial ingredients spurring demand for naturally formulated products.

Strong Growth Across Channels and Geographies:

In terms of distribution, the ready-to-eat wet soup market is thriving across multiple sales channels, including modern trade, online platforms, HoReCa (Hotels, Restaurants, and Cafés), convenience stores, and drugstores. The rise in e-commerce penetration and digital grocery platforms is playing a significant role in accelerating product accessibility and variety.

Geographically, North America remains the most dominant market, supported by high consumption rates and the presence of major players. Meanwhile, Asia-Pacific is emerging as the fastest-growing region, driven by rapid urbanization, changing work patterns, and a growing middle-class population. Countries like China, India, and South Korea are key contributors to this growth.

Ready-to-Eat Wet Soup Market News:

Amy's Kitchen introduced in November 2024 five internationally inspired organic soups that combine bold international flavors with wholesome ingredients. Flavors such as Thai Coconut and Mexican-Style Black Bean are diverse culinary traditions. These soups are convenience-ready and are for consumers who crave convenience, global culinary experiences, and USDA-certified organic, plant-based nutrition.

Campbell's Foodservice added internationally themed soup flavors to its Culinary Reserve line in August 2024 with Coconut Chicken & Lemongrass and Spicy Vegetable Ramen. Created for chefs looking for premium, flexible ingredients, these soups balance ease of use with strong global profiles, following the changing preferences of consumers and foodservice culinary innovation.

Get Customization on this Report for Specific Research Solutions:

https://www.factmr.com/connectus/sample?flag=S&rep_id=4582

More Valuable Insights on Offer:

Fact.MR, in its new offering, presents an unbiased analysis of the global Ready-to-Eat Wet Soup Market presenting historical data for 2020 to 2024 and forecast statistics for 2025 to 2035.

The ready-to-eat wet soup market is segmented by ingredient type into vegetarian (tomato, mushrooms, potato, onion, broccoli, corn, others) and non-vegetarian (chicken, beef, seafood, others). By packaging type, it includes bottles, cans, and packets. By nature, the market is divided into organic and conventional. Sales channels include HoReCa, B2C, modern trade, online stores, drug stores, departmental stores, convenience stores, and others. Regionally, the market spans North America, Latin America, Western Europe, Eastern Europe, East Asia, South Asia & Pacific, and the Middle East & Africa.

Check out More Related Studies Published by Fact.MR Research:

Ready to eat (RTE) soups are amongst some of the food products that consumers are stocking and panic buying owing to the fears of shortage amid Covid-19 pandemic. Eyeing this, manufacturers of [RTE soups](#) have increased production of RTE soups as their production facilities are yet to feel the brunt of lockdowns.

The global [soup and broth market size](#) is set to reach a value of US\$ 9.68 billion in 2024 and further expand at a CAGR of 3.7% to end up at US\$ 13.89 billion by the year 2034.

About Us:

Fact.MR is a distinguished market research company renowned for its comprehensive market reports and invaluable business insights. As a prominent player in business intelligence, we

deliver deep analysis, uncovering market trends, growth paths, and competitive landscapes. Renowned for its commitment to accuracy and reliability, we empower businesses with crucial data and strategic recommendations, facilitating informed decision-making and enhancing market positioning.

Contact Us:

US Sales Office:

11140 Rockville Pike

Suite 400

Rockville, MD 20852

United States

Tel: +1 (628) 251-1583

Sales Team : sales@factmr.com

Follow Us: [LinkedIn](#) | [Twitter](#) | [Blog](#)

S. N. Jha

Fact.MR

628-251-1583

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/826167509>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.