

MSU Product Center

For Agriculture and Natural Resources

Funding: USDA Rural Development Cooperative Service Market Advisor: The Hale Group

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Bean soups - Overview

Products included in this line

- Bean soup products consist of wet soups and dry soup mixes that have beans as a major ingredient.

General market trends and information

- Consumption of dry beans varies from variety to variety. There has been a decline in the consumption of cranberry beans and navy beans. The consumption of small red and dark red kidney beans has increased.
- Dry beans are used in a number of products including soups. Some demand drivers favor increased consumption of bean soups, others work against bean soups, and some are neither positive nor negative.

New product trends

- From January of 2000 through August of 2005, there were approximately 200 new bean soup introductions in the U.S. Most product categories have a higher level of product introductions.
- The most common types of product introductions appealed to wellness and convenience, although there are also some that appealed to indulgence.

Manufacturing and distribution issues

- The bean soup industry is a mature industry with a well established supply chain. However, there does seem to be some opportunity to develop market niches.
- Finding space in the Supermarket may be difficult. However, there may be opportunities in selling to food service, convenience stores, and other outlets.

Overall assessment of opportunities

- In conclusion, the greatest potential for product development in bean soups is by developing products and markets that appeal to wellness. There are selective opportunities to develop products that appeal to the demand drivers of convenience, ethnicity and indulgence. There are few opportunities to develop new products or markets that appeal to the demand driver of value.

Sources

USDA. Vegetables and Melons: Situation and Outlook Yearbook.

Mintel. Soup.

_____. Global New Products Database.