

MSU Product Center

For Agriculture and Natural Resources

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

[Use of this material is subject to caution.](#)

Bean soup – Selective opportunities

Market drivers the provide selective opportunities

- There are **selective** opportunities for bean soups that appeal to the demand drivers of **convenience**, **ethnicity**, and **indulgence**.

Specific opportunities

- Consumers remain very interested in convenience. Single serve soup products and microwaveable soup products have potential.
- Dry beans are an important aspect of many Hispanic cuisines; developing products that are specifically geared towards some of these cultures provide opportunities.
- Developing products that appeal to indulgence and ethnicity also have potential.

New product examples

- There have been approximately 200 soup introduction in the U.S. between January of 2000 and August of 2005 that used beans as an ingredient.
- Reilly Specialty Foods, Bean Cuisine, Island Black Bean Soup Mix, are available in gourmet stores.
- Nueva Cocina, soup mixes are available in Cuban Black Bean, Red Bean, and Chipotle Black Bean varieties.
- Campbell's, Chunky Fajita Chicken soup.

Special issues

- The soup market is mature. Major food manufacturers such as Campbell's and General Mills have a presence in the industry. Retailers are increasingly offering their own private label brands.
- Finding retail space in grocery stores may be difficult. Health food stores and gourmet stores may have more potential.

Key to success

- Consider alternative marketing channels such as health food stores and gourmet stores. Try to combine product attributes, especially linking wellness and convenience or ethnicity.
- If developing a product geared towards indulgence be sure the product is truly unique or has outstanding attributes that consumers will paid a premium for.

Sources

Mintel. Soup.

_____. Global New Products Database.