

MSU Product Center

For Agriculture and Natural Resources

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Vegetable-containing prepared meals – Few opportunities

Market drivers that provide few opportunities

- **Demographics** is the only market driver that provides few opportunities to raise sales from products in this product line.

Specific opportunities

- Suppliers of vegetable-containing prepared meals have some opportunities to raise sales from large-size prepared foods. This market would especially be suitable for meal manufacturers that serve large families. In particular, meals targeted at families with children would benefit, if food combinations appeal to the children's tastes.
- Supermarkets and mass merchandise retail stores are the leading outlets for these products. Convenience stores and drug stores have a very limited role. Because of their limited shelf space, these stores are more focused on selling meals that are not more complex and do not require anything other than heating. So, manufacturers have broad opportunities to sell these products through supermarkets and mass merchandise stores.
- Individual suppliers can also benefit from cross-merchandising and cross-promoting the product with other food products including fresh meat and sauces.

New product examples

- Birds Eye Foods - Teriyaki Beef & Vegetables meal, low-carb, microwaveable, features broccoli, seasoned beef strips, carrots, edamame, and water chestnuts in a teriyaki sauce, 21 oz. plastic container.
- Schwan Food - A pork pot sticker and vegetable meal kit. It includes pork and cabbage filled dumplings with broccoli, sugar snap peas, carrots, water chestnuts, red bell peppers, and sweet and spicy sauce, 38 oz. flexible container.

Special issues

- Supermarkets have competition with mass merchandisers, primarily Wal-Mart. Wal-Mart sales in this area are mainly supported by the availability of a wide selection of shelf stable meals and pizzas that are sold at low prices making them appealing to low-income shoppers

Key to success

- With the ongoing challenge from other convenient, fresh and healthier foods that are entering the market and the competition for shelf space in retail stores, variety, flavor and convenience are key to success in this product line.

Source

Mintel, Global New Product Database. <http://www.gnpd.com>

_____, Meal kits, 2004.

_____, Frozen meals, 2004

_____, Shelf stable meals, 2004.

_____, Pizza, 2003.