

Vegan Ready Meals

After an extended period of lockdowns and empty calendars, finally our diaries are filling up and our schedules are becoming busier. Along with this comes the demand for convenient and quickly-prepared meal solutions. People are time-poor again and are looking for simple but healthy meal options that don't break the budget.

The Food People have predicted that 'convenient wellness' will be a key trend for 2022 and 2023. Giving people the opportunity to purchase healthy ready meals is a significant opportunity in the coming year, and vegan ready meal options fit this trend perfectly.

Launches of vegan ready meals have grown by **775%** in ANZ since 2017. (Mintel GNPD, 2022)

Vegan ready meals are mostly chilled, not frozen. (Mintel GNPD, 2022)

Vegan and plant-based ready meals are on average 1/3 cheaper than meat-based options. (Mintel, 2022)

Calling out protein, health and convenience credentials are key in vegan ready meal launches. (Mintel, 2022)



On the Shelves



BOL Posh Noodles, Spicy Firecracker Udon. A microwaveable product that uses a spicy sauce with noodles, black beans, bamboo shoots and leafy greens. (UK, 2022)



Fable, Fantastical Pasta Stroganoff. A plant-based and minimally processed product, said to be a delicious hearty stroganoff. All natural and 'surprisingly meaty'. (AU, 2022)



Chiquito, Vegan Burrito Bowl. Described as a tortilla wrap filled with veg, black beans, rice, chilli, sauce and soya protein with Mexican flavouring. Microwaveable. (UK, 2022)



Sweet Earth, Korean BBQ Style Chik'n. Said to be carefully crafted with wholesome ingredients, and have 15g of protein, 5g of fibre and 1/2 cup of veg per serve. Uses gochujang sauce. (USA, 2022)



On the Shelves



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Vegan Made Easy, Puy Lentil Cassoulet. Described as a tasty, healthy, heart-warming blend of old fashioned flavours prepared in a 'true French farmhouse style'. A source of protein and fibre. (AU, 2021)



Harmless Food Co, Plant Based 'Beef' Enchilada with Vegan Cheese, Salsa and Rice. Said to be vegan-friendly, sustainable and handmade. Ready in just 5 minutes. (NZ, 2022)



Easy Bean, African Pinto Bean & Sweet Potato Palava. Slow cooked and made using all natural ingredients, perfect for 'easy lunches or laid-back suppers'. Said to be filling, high in fibre and microwaveable. (UK, 2022)



Summer Fresh Heat'N Eat, Dan Dan Noodles. A vegan take on a street food classic, with a medium level of spice. (Canada, 2022)

One of the reasons consumers don't trial meat alternatives is that they don't know how to best prepare or cook them. Vegan ready meals get around this challenge by providing a convenient and simple way to 'test out' plant-based meat substitutes. However, consumers do expect vegan ready meal options to be cheaper than meat-based options, which can prove problematic for products that are using meat analogues front and centre. Nevertheless, as the cost of animal protein continues to rise, some people will be more and more willing to try eating 'flexitarian'. Consumers who are not interested in the ethical values behind veganism may be persuaded to try out plant-based meals because of the lower cost.

When it comes to differentiating vegan ready meals, attributes like high protein, high fibre, keto-friendly, gluten-free and no additives or preservatives will be appealing. As well as this, celebrating the convenience and healthiness of the product will be a good way to attract consumers.



Hawkins Watts Offerings

- ✓ Flavours & Oleoresins
- ✓ Hydrocolloids & Texture Solutions
- ✓ Faba & Pea Protein
- ✓ Probiotics & Prebiotic Fibre



Images courtesy of Mintel, TFP and brand websites/socials.

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