



2026 TASTE TRENDS

European savoury market
Ready meals, soups & sauces

IN THIS REPORT

This report, created with support from Innova, we take a look at key trends in the savoury food category: ready meals, main dishes, and soup across Western and Eastern Europe.

Covering the last 3 years, we highlight emerging ingredient trends and product claims, giving a clear picture of what's shaping the 2025 market and what consumers are looking for.



2026 TRENDS

Consumers in Europe are spending more time at home which means they are more likely to opt for a ready meal or kit for convenience. Tapping into global cuisines and bolder profiles will drive innovation in this space over the next year.

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TOP FLAVOURS

Consumers are seeking comfort in familiarity and tend to stick to tradition. Despite this, there is also an increasing appetite for bold flavours inspired by the emergence of SE Asian food culture across Europe.



EXPERT CALL OUT

Korean food culture continues to take hold across Europe, we take a look at one of the stand out flavours expected to grow over the next year.



32%

of savoury launches tracked in Europe are from the United Kingdom

16%

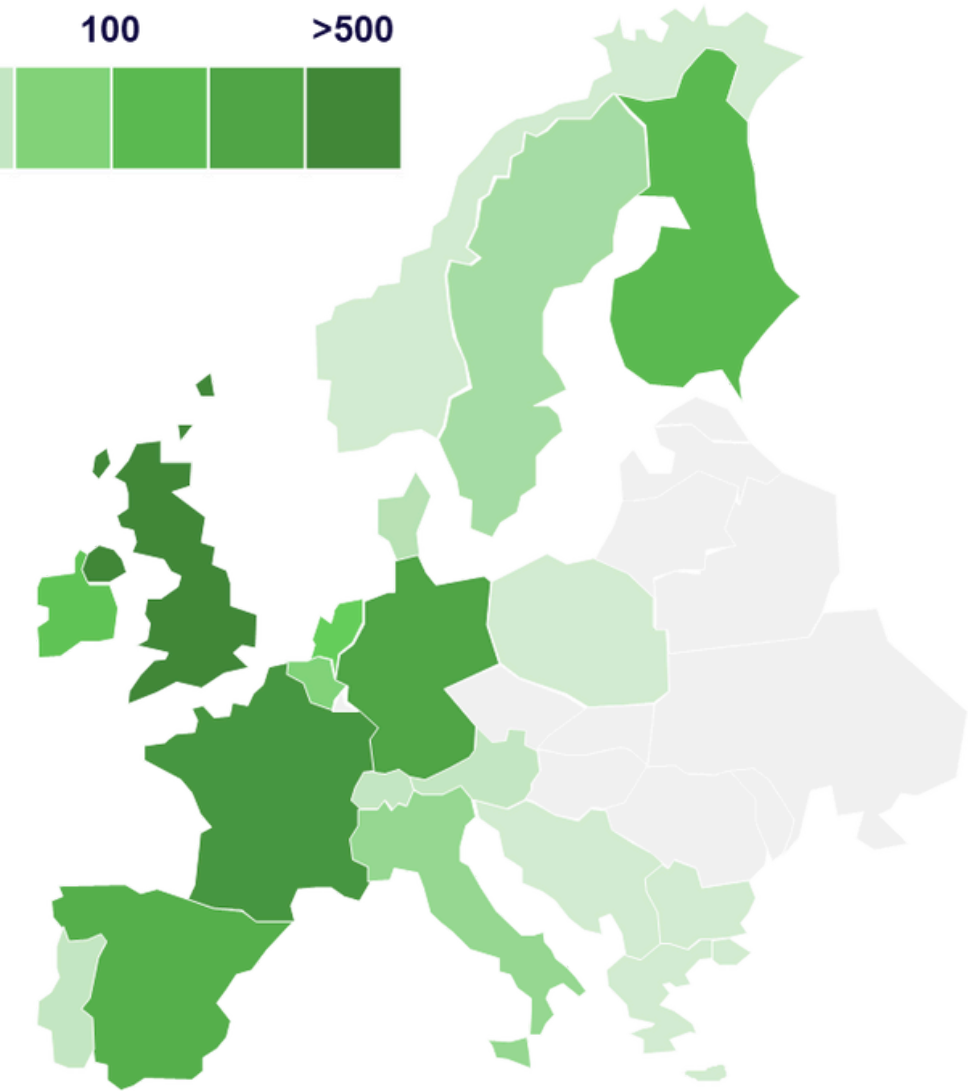
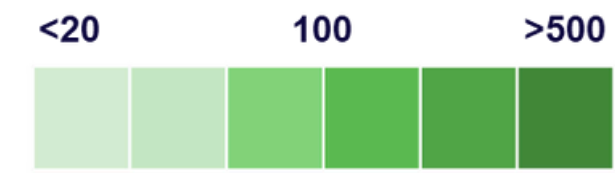
of savoury launches tracked in Europe are from France

1 in 10

Savoury launches feature a protein claim

35%

Of consumers are eating at home more in the past 12 months. (Germany)



NPD Summary



Protein in the spotlight

Plant proteins have seen a CAGR of 2% since 2023 with wheat, pea and soy proteins leading the way. Cultured and microbial proteins (e.g. mycoprotein) have seen an increase of 18% but from a much smaller base.

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Staying with tradition

‘Traditional’ claims have strong positioning in the ready meal space as consumers seek out comforting dishes. On the other hand there’s potential for more limited editions to grow and add excitement to the category



Calorie Reduction

Calorie reduction has become an emerging claim for brands from the UK and Germany. CAGR for lower calorie claims is at 120% over the past 3 years albeit from a low base. These products often include other health benefits such as high protein.

Gochujang
Yuzu
Coconut
Pizza
Habanero chilli
Kimchi
Wasabi

INTRODUCTION

Cajun
Korean BBQ
Mint
Sriracha chilli
Parmesan
Tex Mex

GROWTH

Jalapeno
Peppercorn
Tagine
Butter curry
Coriander
Parsley
Honey
Green curry

MATURE

Curry
Tomato
Cheese
Mushroom
Chilli
Onion
Basil
Tikka Masala

PROVEN FAVOURITES

Growth in product launches over the last year is high or the flavour is highly mentioned on social media

Appearance in product launches has been growing over the last year

Appearance in product launches has been growing over the last 4 years

Appeared within top 15 NPD over the last 5 years

TRENDING FLAVOURS

Traditional flavours continue to be a mainstay for ready meals as consumers seek out comfort in familiarity. Despite this, there is also an appetite for bold flavours reflected in the rise of spicy profiles and the emergence of new Asian profiles in European ready meals.

FLAVOUR SPOTLIGHT



GOCHUJANG

Gochujang is a cooking paste that combines chilli and fermented soy beans for a salty, sweet and spicy flavour kick and is a staple in Korean cooking.

As K-culture integrates into the lives of younger consumers, the popularity of Korean street food continues to grow. Staple dishes and ingredients like Gochujang, Kimchi, Bulgogi and Korean Fried Chicken are leading the conversation on social media particularly for consumers seeking out comforting foods with bold flavours.

NATALIE SHEIL
EUROPEAN SAVOURY CATEGORY MANAGER

KEY STATS

5.5%

Growth in global social conversations about Korean food in the last year¹

1 in 2

Consumers globally say they are interested in ready meals inspired by street food²

ONE TO WATCH



#tteokbokki

One of the most popular street foods in Korea is generating noise on socials right now

LATEST NPD



Korean fried chicken with Gochujang glaze, Germany

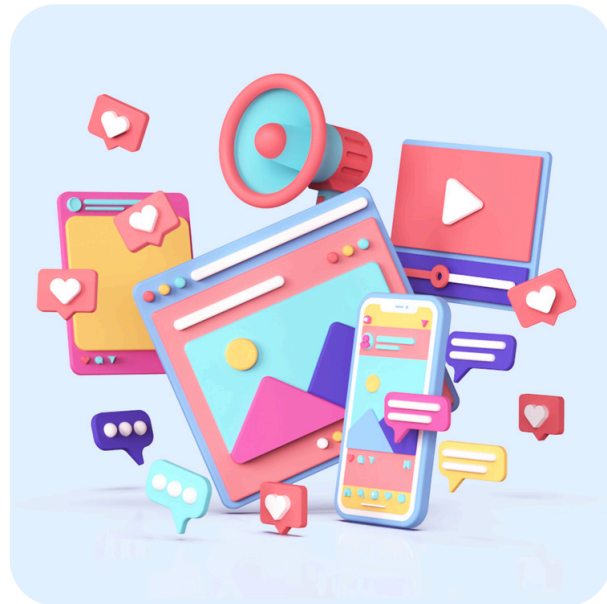


Chicken Gochujang noodles, Netherlands



Gochujang inspired rice, UK

SOCIAL MEDIA SAVOURY TRENDS



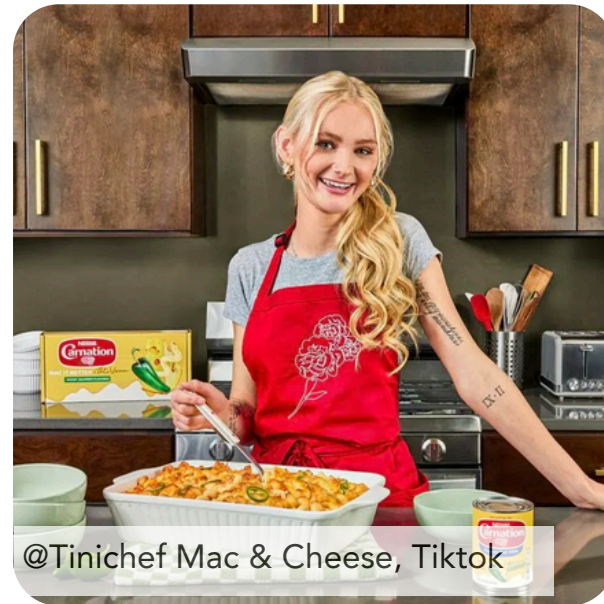
The trends in numbers

35% of Gen Z say that social media directly influences their food choices

#macandcheese 287.4k Videos

132 million views on Chef Tini Mac and Cheese video

#nostalgicfood has 20.5k posts on Instagram



@Tinichef Mac & Cheese, TikTok

Resurgence of nostalgic classics

Nostalgic, comforting dishes, like mac and cheese have surged in popularity, with videos showcasing unique takes on childhood favourites.

These recipe videos often feature comforting dishes, like buttered noodles, cheese toasties served with tomato soup and easy one pot pasta.



@cassieyeungmoney, TikTok

Sustainability and clean living

There is a rise in influencers like @cassieyeungmoney, who promote cooking from scratch, encouraging consumers to make more sustainable food choices at home. 32% of consumers wish to avoid ingredients that harm the environment (FMCG Gurus). This is supported by the increase in natural claims in product launches.



@PizzaHut Hot Honey Pizza & Wings

Get fired up with **HOT HONEY PIZZA & WINGS**

Swicy and swalty foods

Combining bold flavours has gained attention as people experiment with fusion.

Blending flavours like hot honey have been widely discussed as creators experiment with new ways to blend distinct tastes such as Swicy (Sweet and Spicy) and Swalty (Sweet and Salty) across the food scene.



AUTHOR:

NATALIE SHEIL

EUROPEAN CATEGORY DEVELOPMENT
MANAGER - SAVOURY MARKET

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