

Soup Trend Guide

Dei Fratelli
Innovation Kitchen

HISTORY

Soup was first made as early as 25,000 years ago by boiling bones in animal hide. After Hernan Cortes brought tomato seeds to Europe from the Aztecs in 1493, more refined varieties, like tomato soup, began to emerge. Thereafter, global cuisines incorporated soup into their menus as a food enjoyed by the rich and the poor alike.

**\$3.2
Billion**

**Soup Market
Value in 2019**

Product Recommendations

Garden Chili Soup

Black Garlic and Onion Soup

Spicy Tomato Cream Soup

Kimchi Soup

28%

Interested in
soup made with
bone broth

76%

Say favorite
protein for soup
is chicken

74%

Preference for
soups with serving
of vegetables



Ingredient Trends

Roasted Vegetables

Garlic

Onion

Spice

Pepper



Product Recommendations

Roasted Garlic & Onion
Tomato Soup

Plant-Based Tomato
Lemon Soup

Health & Diet Trends in Soups 2019

+332%

Gluten-Free Soups

+223%

Vegan Soups

+153%

Vegetable Based Soups

Visit Our Kitchen page at DeiFratelli.com