

# Microwavable Foods Market by Product (Shelf Stable Microwavable Food, Chilled Food, and Frozen Food) and Packaging Technology (Patterned Susceptors Technology, New Tray-lidding Methods, and New Cook Bag Technique) - Global Opportunity Analysis and Industry Forecast, 2017-2023

<https://marketpublishers.com/r/M54B1B08877EN.html>

Date: February 2018

Pages: 226

Price: US\$ 5,370.00 (Single User License)

ID: M54B1B08877EN

## Abstracts

The global microwavable foods market was valued at \$100,098 million in 2016, and is projected to reach \$136,305 million by 2023, registering a CAGR of 4.4% from 2017 to 2023. Microwavable food is defined as a prepackaged meal or food product that requires minimal preparation for cooking. Shelf stable microwavable food, chilled food, and frozen food are categorized under products that can be prepared in a microwave. Microwaves cause water, fat, and sugar molecules to vibrate 2.5 million times per second, producing heat that cooks the food. Foods that can be safely stored at room temperature or “on the shelf” are called shelf stable microwavable foods. These foods are pretreated by heat or dried to destroy food-borne microorganisms. Microwavable chilled food is stored at refrigeration temperatures, i.e., at or below 0 to ?5°C. Chilled food products have high quality and are microbiologically safe at the point of consumption, although they have a low shelf life. Microwavable frozen food is preferred over microwavable chilled food, as it can be stored for longer periods and can be prepared in less time. Freezing maintains the nutritional value of the food items and also increases their shelf life. Microwavable frozen products do not require any added preservatives because microorganisms are unable to grow when the temperature of the food is below ?9.5°C.

Emerging economies, such as India and China, have led to high demand for microwavable food. Increase in disposable income and rise in standard of living have led to changes in the dietary preferences of consumers. Increase in participation of

women in labor force has increased the dependency on readymade and convenience food. This in turn has led to surge in demand for shelf stable, chilled, and frozen food, fueling the growth of microwavable foods market. Rapid increase in number of large retail chains, including hypermarkets and supermarkets, fuels the demand for microwavable foods. Moreover, continuous innovation and development in the packaging of microwavable food items attracts the customer, and hence drives the overall growth of the market. However, consumers' negative perception related to nutritional content in microwavable foods may restrain the market growth.

Advancements in freezing technologies and presence of large number of fast food outlets in emerging economies are expected to provide lucrative opportunities for the market players.

The global microwavable foods market is segmented based on product, packaging technology, and geography. Based on product, the market is divided into shelf stable microwavable food, chilled food, and frozen food. On the basis of packaging technology, it is categorized into patterned susceptors technology, new tray-lidding methods, and new cook bag technique. Based on geography, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Following are the major players profiled in this study:

Ajinomoto Windsor, Inc.

Campbell Soup Company.

ConAgra Foods, Inc.

General Mills Inc.

Kellogg Company

McCain Foods

Nestle SA

Pinnacle Food Inc.

The Kraft Heinz Company

Unilever Plc

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an in-depth analysis of the current trends, drivers, and dynamics of the global microwavable foods market to elucidate the prevailing opportunities and tap the investment pockets.

It offers qualitative and quantitative analysis of the global market from 2016 to 2023 to assist stakeholders to understand the market scenario.

In-depth analysis of the key segments demonstrates various products and packaging technology used for various microwavable foods.

Competitive intelligence of the industry highlights the business practices followed by key players across geographies.

Key players are profiled to understand the competitive outlook of the market.

## KEY MARKET SEGMENTS

### By Product

Shelf Stable Microwavable Food

Chilled Food

Frozen Food

### By Packaging Technology

Patterned Susceptors Technology

New Tray-lidding Methods

New Cook Bag Technique

### By Geography

## North America

U.S.

Canada

Mexico

## Europe

UK

Germany

France

Italy

Spain

Russia

Rest of Europe

## Asia-Pacific

China

India

South Korea

Japan

Rest of Asia-Pacific

## LAMEA

Brazil

Saudi Arabia

UAE

South Africa

Turkey

Rest of LAMEA

## KEY PLAYERS

Bellisio Foods Inc.

Hormel Foods Corporation

Gunnar Dafg?rd AB

Frosta AG

Freiberger Lebensmittel GmbH & Co KG

Cargill Incorporated

Tyson Foods

## Contents

### CHAPTER 1: INTRODUCTION

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS FOR STAKEHOLDERS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
  - 1.4.1. Primary research
  - 1.4.2. Secondary research
  - 1.4.3. Analyst tools and models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. KEY FINDING OF THE STUDY
- 2.2. CXO PERSPECTIVE

### CHAPTER 3: MARKET OVERVIEW

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
  - 3.2.1. Top investment pocket
  - 3.2.2. Top winning strategies
  - 3.2.3. Top winning strategies, by year, 2015-2017
  - 3.2.4. Top winning strategies, by development, 2015-2017 (%)
  - 3.2.5. Top winning strategies, by company, 2015-2017
- 3.3. PORTER'S FIVE FORCES ANALYSIS
  - 3.3.1. Bargaining power of suppliers
  - 3.3.2. Bargaining power of buyer
  - 3.3.3. Threat of new entrants
  - 3.3.4. Threat of substitute
  - 3.3.5. Intensity of competitive rivalry
- 3.4. MARKET DYNAMICS
  - 3.4.1. Drivers
    - 3.4.1.1. Higher demand for convenience
    - 3.4.1.2. Increased participation of women in the workforce
    - 3.4.1.3. Growth of retail network in emerging economies
  - 3.4.2. Restraints
    - 3.4.2.1. Lower sales of microwavable food in developing countries due to negative

consumer perception

3.4.2.2. Presence of poor freezing facilities in semi-urban and rural areas

3.4.3. Opportunities

3.4.3.1. Advancements in freezing technologies

3.4.3.2. Increase in fast food outlets

3.5. TOP PLAYER POSITIONING

## **CHAPTER 4: MICROWAVABLE FOODS MARKET, BY PRODUCT**

4.1. OVERVIEW

4.1.1. Market size and forecast

4.2. SHELF STABLE MICROWAVABLE FOOD

4.2.1. Key market trends, growth factors, and opportunities

4.2.2. Market size and forecast

4.2.3. Market analysis by country

4.3. CHILLED FOOD

4.3.1. Key market trends, growth factors, and opportunities

4.3.2. Market size and forecast

4.3.3. Market analysis by country

4.4. FROZEN FOOD

4.4.1. Key market trends, growth factors, and opportunities

4.4.2. Market size and forecast

4.4.3. Market analysis by country

## **CHAPTER 5: MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY**

5.1. OVERVIEW

5.1.1. Market size and forecast

5.2. PATTERNED SUSCEPTORS TECHNOLOGY

5.2.1. Key market trends, growth factors, and opportunities

5.2.2. Market size and forecast

5.2.3. Market analysis by country

5.3. NEW TRAP-LIDDING METHODS

5.3.1. Key market trends, growth factors, and opportunities

5.3.2. Market size and forecast

5.3.3. Market analysis by country

5.4. NEW COOK BAG TECHNIQUE

5.4.1. Key market trends, growth factors, and opportunities

5.4.2. Market size and forecast

### 5.4.3. Market analysis by country

## **CHAPTER 6: MICROWAVABLE FOODS MARKET, BY GEOGRAPHY**

### 6.1. OVERVIEW

#### 6.1.1. Market size and forecast

### 6.2. NORTH AMERICA

#### 6.2.1. Key market trends, growth factors, and opportunities

#### 6.2.2. Market size and forecast, by product

#### 6.2.3. Market size and forecast, by packaging technology

#### 6.2.4. Market size and forecast, by country

#### 6.2.5. U.S.

##### 6.2.5.1. Market size and forecast, by product

##### 6.2.5.2. Market size and forecast, by packaging technology

#### 6.2.6. Canada

##### 6.2.6.1. Market size and forecast, by product

##### 6.2.6.2. Market size and forecast, by packaging technology

#### 6.2.7. Mexico

##### 6.2.7.1. Market size and forecast, by product

##### 6.2.7.2. Market size and forecast, by packaging technology

### 6.3. EUROPE

#### 6.3.1. Key market trends, growth factors, and opportunities

#### 6.3.2. Market size and forecast, by product

#### 6.3.3. Market size and forecast, by packaging technology

#### 6.3.4. Market size and forecast, by country

#### 6.3.5. UK

##### 6.3.5.1. Market size and forecast, by product

##### 6.3.5.2. Market size and forecast, by packaging technology

#### 6.3.6. Germany

##### 6.3.6.1. Market size and forecast, by product

##### 6.3.6.2. Market size and forecast, by packaging technology

#### 6.3.7. France

##### 6.3.7.1. Market size and forecast, by product

##### 6.3.7.2. Market size and forecast, by packaging technology

#### 6.3.8. Italy

##### 6.3.8.1. Market size and forecast, by product

##### 6.3.8.2. Market size and forecast, by packaging technology

#### 6.3.9. Spain

##### 6.3.9.1. Market size and forecast, by product



- 6.3.9.2. Market size and forecast, by packaging technology
- 6.3.10. Russia
  - 6.3.10.1. Market size and forecast, by product
  - 6.3.10.2. Market size and forecast, by packaging technology
- 6.3.11. Rest of Europe
  - 6.3.11.1. Market size and forecast, by product
  - 6.3.11.2. Market size and forecast, by packaging technology
- 6.4. ASIA-PACIFIC
  - 6.4.1. Key market trends, growth factors, and opportunities
  - 6.4.2. Market size and forecast, by product
  - 6.4.3. Market size and forecast, by packaging technology
  - 6.4.4. Market size and forecast, by country
  - 6.4.5. China
    - 6.4.5.1. Market size and forecast, by product
    - 6.4.5.2. Market size and forecast, by packaging technology
  - 6.4.6. India
    - 6.4.6.1. Market size and forecast, by product
    - 6.4.6.2. Market size and forecast, by packaging technology
  - 6.4.7. South Korea
    - 6.4.7.1. Market size and forecast, by product
    - 6.4.7.2. Market size and forecast, by packaging technology
  - 6.4.8. Japan
    - 6.4.8.1. Market size and forecast, by product
    - 6.4.8.2. Market size and forecast, by packaging technology
  - 6.4.9. Rest of Asia-Pacific
    - 6.4.9.1. Market size and forecast, by product
    - 6.4.9.2. Market size and forecast, by packaging technology
- 6.5. LAMEA
  - 6.5.1. Key market trends, growth factors, and opportunities
  - 6.5.2. Market size and forecast, by product
  - 6.5.3. Market size and forecast, by packaging technology
  - 6.5.4. Market size and forecast, by country
  - 6.5.5. Brazil
    - 6.5.5.1. Market size and forecast, by product
    - 6.5.5.2. Market size and forecast, by packaging technology
  - 6.5.6. Saudi Arabia
    - 6.5.6.1. Market size and forecast, by product
    - 6.5.6.2. Market size and forecast, by packaging technology
  - 6.5.7. UAE

- 6.5.7.1. Market size and forecast, by product
- 6.5.7.2. Market size and forecast, by packaging technology
- 6.5.8. South Africa
  - 6.5.8.1. Market size and forecast, by product
  - 6.5.8.2. Market size and forecast, by packaging technology
- 6.5.9. Turkey
  - 6.5.9.1. Market size and forecast, by product
  - 6.5.9.2. Market size and forecast, by packaging technology
- 6.5.10. Rest of LAMEA
  - 6.5.10.1. Market size and forecast, by product
  - 6.5.10.2. Market size and forecast, by packaging technology

## **CHAPTER 7: COMPANY PROFILES**

- 7.1. AJINOMOTO CO., INC. (AJINOMOTO WINDSOR, INC.)
  - 7.1.1. Company overview
  - 7.1.2. Company snapshot
  - 7.1.3. Operating business segments
  - 7.1.4. Product portfolio
  - 7.1.5. Business performance
  - 7.1.6. Key strategic moves and developments
- 7.2. CAMPBELL SOUPS COMPANY
  - 7.2.1. Company overview
  - 7.2.2. Company snapshot
  - 7.2.3. Operating business segments
  - 7.2.4. Product portfolio
  - 7.2.5. Business performance
  - 7.2.6. Key strategic moves and developments
- 7.3. CONAGRA BRANDS, INC.
  - 7.3.1. Company overview
  - 7.3.2. Company snapshot
  - 7.3.3. Operating business segments
  - 7.3.4. Product portfolio
  - 7.3.5. Business performance
  - 7.3.6. Key strategic moves and developments
- 7.4. GENERAL MILLS, INC.
  - 7.4.1. Company overview
  - 7.4.2. Company snapshot
  - 7.4.3. Operating business segments

- 7.4.4. Product portfolio
- 7.4.5. Business performance
- 7.4.6. Key strategic moves and developments
- 7.5. KELLOGG COMPANY
  - 7.5.1. Company overview
  - 7.5.2. Company snapshot
  - 7.5.3. Operating business segments
  - 7.5.4. Product portfolio
  - 7.5.5. Business performance
  - 7.5.6. Key strategic moves and developments
- 7.6. MCCAIN FOODS LIMITED
  - 7.6.1. Company overview
  - 7.6.2. Company snapshot
  - 7.6.3. Product portfolio
  - 7.6.4. Key strategic moves and developments
- 7.7. NESTLE S.A.
  - 7.7.1. Company overview
  - 7.7.2. Company snapshot
  - 7.7.3. Operating business segments
  - 7.7.4. Product portfolio
  - 7.7.5. Business performance
  - 7.7.6. Key strategic moves and developments
- 7.8. PINNACLE FOODS INC.
  - 7.8.1. Company overview
  - 7.8.2. Company snapshot
  - 7.8.3. Operating business segments
  - 7.8.4. Product portfolio
  - 7.8.5. Business performance
  - 7.8.6. Key strategic moves and developments
- 7.9. THE KRAFT HEINZ COMPANY
  - 7.9.1. Company overview
  - 7.9.2. Company snapshot
  - 7.9.3. Operating business segments
  - 7.9.4. Product portfolio
  - 7.9.5. Business performance
  - 7.9.6. Key strategic moves and developments
- 7.10. UNILEVER PLC
  - 7.10.1. Company overview
  - 7.10.2. Company snapshot

- 7.10.3. Operating business segments
- 7.10.4. Product portfolio
- 7.10.5. Business performance
- 7.10.6. Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 01. GLOBAL MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 02. SHELF STABLE MICROWAVABLE FOODS MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 03. CHILLED MICROWAVABLE FOODS MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 04. FROZEN MICROWAVABLE FOODS MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 05. GLOBAL MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 06. MICROWAVABLE FOODS MARKET IN PATTERNED SUSCEPTORS TECHNOLOGY, BY REGION, 2016-2023 (\$MILLION)

TABLE 07. MICROWAVABLE FOODS MARKET IN NEW TRAP-LIDDING METHODS, BY REGION, 2017-2023 (\$MILLION)

TABLE 08. MICROWAVABLE FOODS MARKET IN NEW COOK BAG TECHNIQUE, BY REGION, 2017-2023 (\$MILLION)

TABLE 09. MICROWAVABLE FOODS MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 10. NORTH AMERICA MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 11. NORTH AMERICA MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 12. NORTH AMERICA MICROWAVABLE FOODS MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 13. U.S. MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 14. U.S. MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 15. CANADA MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 16. CANADA MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 17. MEXICO MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 18. MEXICO MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 19. EUROPE MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 20. EUROPE MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 21. EUROPE MICROWAVABLE FOODS MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 22. UK MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 23. UK MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 24. GERMANY MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 25. GERMANY MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 26. FRANCE MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 27. FRANCE MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 28. ITALY MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 29. ITALY MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 30. SPAIN MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 31. SPAIN MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 32. RUSSIA MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 33. RUSSIA MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 34. REST OF EUROPE MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 35. REST OF EUROPE MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 36. ASIA-PACIFIC MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 37. ASIA-PACIFIC MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 38. ASIA-PACIFIC MICROWAVABLE FOODS MARKET, BY COUNTRY,

2016-2023 (\$MILLION)

TABLE 39. CHINA MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 40. CHINA MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 41. INDIA MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 42. INDIA MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 43. SOUTH KOREA MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 44. SOUTH KOREA MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 45. JAPAN MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 46. JAPAN MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 47. REST OF ASIA-PACIFIC MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 48. REST OF ASIA-PACIFIC MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 49. BRAZIL MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 50. BRAZIL MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 51. SAUDI ARABIA MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 52. SAUDI ARABIA MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 53. UAE MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 54. UAE MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 55. SOUTH AFRICA MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 56. SOUTH AFRICA MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 57. TURKEY MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)



TABLE 58. TURKEY MICROWAVABLE FOODS MARKET, BY PACKAGING TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 59. REST OF LAMEA MICROWAVABLE FOODS MARKET, BY PRODUCT, 2016-2023 (\$MILLION)

TABLE 60. AJINOMOTO: COMPANY SNAPSHOT

TABLE 61. AJINOMOTO: OPERATING SEGMENTS

TABLE 62. AJINOMOTO: PRODUCT PORTFOLIO

TABLE 63. CAMPBELL SOUP COMPANY: COMPANY SNAPSHOT

TABLE 64. CAMPBELL SOUP COMPANY: OPERATING SEGMENTS

TABLE 65. CAMPBELL SOUP COMPANY: PRODUCT PORTFOLIO

TABLE 66. CONAGRA BRANDS, INC.: COMPANY SNAPSHOT

TABLE 67. CONAGRA BRANDS, INC.: OPERATING SEGMENTS

TABLE 68. CONAGRA BRANDS, INC.: PRODUCT PORTFOLIO

TABLE 69. GENERAL MILLS: COMPANY SNAPSHOT

TABLE 70. GENERAL MILLS: OPERATING SEGMENTS

TABLE 71. GENERAL MILLS: PRODUCT PORTFOLIO

TABLE 72. KELLOGG: COMPANY SNAPSHOT

TABLE 73. KELLOGG: OPERATING SEGMENTS

TABLE 74. KELLOGG: PRODUCT PORTFOLIO

TABLE 75. MCCAIN FOODS: COMPANY SNAPSHOT

TABLE 76. MCCAIN FOODS: PRODUCT PORTFOLIO

TABLE 77. NESTLE: COMPANY SNAPSHOT

TABLE 78. NESTLE: OPERATING SEGMENTS

TABLE 79. NESTLE: PRODUCT PORTFOLIO

TABLE 80. PINNACLE FOODS INC.: COMPANY SNAPSHOT

TABLE 81. PINNACLE FOODS INC.: OPERATING SEGMENTS

TABLE 82. PINNACLE FOODS INC.: PRODUCT PORTFOLIO

TABLE 83. THE KRAFT HEINZ COMPANY: COMPANY SNAPSHOT

TABLE 84. THE KRAFT HEINZ COMPANY: PRODUCT PORTFOLIO

TABLE 85. UNILEVER: COMPANY SNAPSHOT

TABLE 86. UNILEVER: OPERATING SEGMENTS

TABLE 87. UNILEVER: PRODUCT PORTFOLIO



## List Of Figures

### LIST OF FIGURES

FIGURE 01. KEY MARKET SEGMENTS

FIGURE 02. TOP INVESTMENT POCKET, BY COUNTRY, 2017

FIGURE 03. LOW BARGAINING POWER OF SUPPLIERS

FIGURE 04. MODERATE BARGAINING POWER OF BUYER

FIGURE 05. LOW THREAT OF NEW ENTRANTS

FIGURE 06. HIGH THREAT OF SUBSTITUTE

FIGURE 07. HIGH INTENSITY OF COMPETITIVE RIVALRY

FIGURE 08. MEXICO, SPAIN, INDIA, BRAZIL, AND UAE FEMALE LABOR FORCE (% OF TOTAL LABOR FORCE), 2014-2016

FIGURE 09. GLOBAL URBAN POPULATION, 2014-2016 (MILLION)

FIGURE 10. TOP PLAYER POSITIONING

FIGURE 11. GLOBAL MICROWAVABLE FOODS MARKET SHARE, BY PRODUCT, 2016-2023

FIGURE 12. COMPARATIVE SHARE ANALYSIS OF SHELF STABLE MICROWAVABLE FOODS MARKET, BY COUNTRY, 2016 & 2023 (%)

FIGURE 13. COMPARATIVE SHARE ANALYSIS OF CHILLED MICROWAVABLE FOODS MARKET, BY COUNTRY, 2016 & 2023 (%)

FIGURE 14. COMPARATIVE SHARE ANALYSIS OF FROZEN MICROWAVEABLE FOODS MARKET, BY COUNTRY, 2016 & 2023 (%)

FIGURE 15. GLOBAL MICROWAVABLE FOODS MARKET SHARE, BY PACKAGING TECHNOLOGY, 2016-2023

FIGURE 16. COMPARATIVE SHARE ANALYSIS OF MICROWAVABLE FOODS MARKET IN PATTERNED SUSCEPTORS TECHNOLOGY, BY COUNTRY, 2016 & 2023 (%)

FIGURE 17. COMPARATIVE SHARE ANALYSIS OF MICROWAVEABLE FOODS MARKET IN NEW TRAP-LIDDING METHODS, BY COUNTRY, 2016 & 2023 (%)

FIGURE 18. COMPARATIVE SHARE ANALYSIS OF MICROWAVEABLE FOODS MARKET IN NEW COOK BAG TECHNIQUE, 2016 & 2023 (%)

FIGURE 19. GLOBAL MICROWAVABLE FOODS MARKET SHARE, BY REGION, 2016-2023

FIGURE 20. PERCENTAGE OF FEMALE LABOR FORCE IN CANADA, 2015-2017 (%)

FIGURE 21. PERCENTAGE OF FEMALE LABOR FORCE IN MEXICO, 2015-2017 (%)

FIGURE 22. U.S. MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 23. CANADA MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 24. MEXICO MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 25. PERCENTAGE OF FEMALE LABOR FORCE IN EUROPE, 2015-2017 (%)

FIGURE 26. UK MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 27. GERMANY MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 28. FRANCE MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 29. ITALY MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 30. SPAIN MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 31. RUSSIA MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 32. REST OF EUROPE MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 33. URBAN POPULATION GROWTH IN ASIA-PACIFIC, 2014-2016 (MILLION)

FIGURE 34. PERCENTAGE OF FEMALE LABOR FORCE IN ASIA-PACIFIC, 2014-2016 (%)

FIGURE 35. CHINA MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 36. INDIA MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 37. SOUTH KOREA MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 38. JAPAN MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 39. REST OF ASIA-PACIFIC MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 40. URBAN POPULATION GROWTH IN BRAZIL, 2014-2016 (MILLION)

FIGURE 41. URBAN POPULATION GROWTH IN SOUTH AFRICA, 2014-2016 (MILLION)

FIGURE 42. PERCENTAGE OF FEMALE LABOR FORCE IN LAMEA, 2014-2016 (%)

FIGURE 43. BRAZIL MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 44. SAUDI ARABIA MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 45. UAE MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 46. SOUTH AFRICA MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 47. TURKEY MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 48. REST OF LAMEA MICROWAVABLE FOODS MARKET, 2016-2023 (\$MILLION)

FIGURE 49. AJINOMOTO: NET SALES, 2015-2017 (\$MILLION)

FIGURE 50. AJINOMOTO: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 51. AJINOMOTO: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 52. CAMPBELL SOUP COMPANY: NET SALES, 2015-2017 (\$MILLION)

FIGURE 53. CAMPBELL SOUP COMPANY: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 54. CAMPBELL SOUP COMPANY: REVENUE SHARE BY PRODUCT, 2017 (%)

FIGURE 55. CAMPBELL SOUP COMPANY: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 56. CONAGRA BRANDS, INC.: NET SALES, 2015-2017 (\$MILLION)

FIGURE 57. CONAGRA BRANDS, INC.: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 58. GENERAL MILLS: NET SALES, 2015-2017 (\$MILLION)

FIGURE 59. GENERAL MILLS: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 60. GENERAL MILLS: REVENUE SHARE BY PRODUCT, 2017 (%)

FIGURE 61. GENERAL MILLS: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 62. KELLOGG: NET SALES, 2014-2016 (\$MILLION)

FIGURE 63. KELLOGG: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 64. KELLOGG: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 65. NESTLE: NET SALES, 2014-2016 (\$MILLION)

FIGURE 66. NESTLE: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 67. NESTLE: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 68. PINNACLE FOODS INC.: NET SALES, 2014-2016 (\$MILLION)

FIGURE 69. PINNACLE FOODS INC.: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 70. PINNACLE FOODS INC.: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 71. THE KRAFT HEINZ COMPANY: NET SALES, 2014-2016 (\$MILLION)

FIGURE 72. THE KRAFT HEINZ COMPANY: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 73. THE KRAFT HEINZ COMPANY: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 74. UNILEVER: NET SALES, 2014-2016 (\$MILLION)

FIGURE 75. UNILEVER: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 76. UNILEVER: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

## I would like to order

Product name: Microwavable Foods Market by Product (Shelf Stable Microwavable Food, Chilled Food, and Frozen Food) and Packaging Technology (Patterned Susceptors Technology, New Tray-lidding Methods, and New Cook Bag Technique) - Global Opportunity Analysis and Industry Forecast, 2017-2023

Product link: <https://marketpublishers.com/r/M54B1B08877EN.html>

Price: US\$ 5,370.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M54B1B08877EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970