

Frozen Food Market by Product Type (Frozen Ready Meals, Frozen Meat & Poultry, Frozen Seafood, Frozen Vegetables & Fruits, Frozen & Refrigerated Soups and Frozen Potatoes) and User (Food Service Industry and Retail Users): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

The frozen food market size was valued at \$291.8 billion in 2019, and is estimated to reach \$404.8 billion by 2027, registering a CAGR of 4.2% from 2020 to 2027. The report presents a comprehensive analysis of current and future trends of the global frozen food market along with forecasts to help businesses and stakeholders develop a better understanding of the market.

Frozen food is referred to the food products that can be stored in low temperature over a long period. The popular frozen food products include frozen ready-to-eat meals, fruits & vegetables, meat & poultry, and soups. Global frozen food market comprises retail as well as business customers. Retail consumers of frozen food are individuals and households, whereas business consumers include hotel chains, fast food outlets, caterers, and other business buyers. Retail customers prefer cooked and semi-cooked ready-to-eat food, meat, and soups. On the contrary, business customers majorly use frozen meat, seafood, frozen pizza crust, bread, frozen dough, potatoes, and vegetables as key ingredients for preparing food for end customers. Regionally, Europe is the largest market for frozen food, closely followed by North America.

Large portion of the population from various demographic segments have been following a healthy diet plan, due to rise in awareness toward various benefits associated with the adoption of healthy lifestyle. In addition, consumers have been

seeking for food products that are rich in nutrition and promote health benefits. Frozen food products possess a characteristic feature of preserving its nutritional content for a longer period. As a result, with rise in trend on food fortification, the frozen bakery products industry sights opportunity in gaining traction among health-conscious customers and simultaneously generating sales.

The market is segmented into product type, user, and region. The products covered in the report include frozen ready meals, meat & poultry, seafood, vegetables & fruits, potatoes and soup. Ready meals segment is the largest revenue generator in the current scenario, followed by frozen meat and poultry products. Frozen potatoes segment is expected to grow at the fastest CAGR of 4.8% during 2019–2027, followed by the frozen seafood products segment, which is expected to witness a CAGR of 4.4% during the same period.

Frozen ready meals such as bread, cakes, pastries, and donuts are derived from sources such as corn, wheat, barley, oats, and rye. The consumption of these sources being used as the raw materials for bakery product varies across the world. These are rich in nutrition & taste, exhibit comparatively longer shelf life, and are convenient to use, which significantly drive the demand for these products, thereby augmenting the market growth. Frozen bakery products are usually sold in various stores, cafes, and restaurant.

On the basis of user, the market is segmented into retail users and food service industry (hotel chains, restaurants, caterers, and others). To gain a comprehensive understanding, the market is analyzed across key regions, including North America, Europe, Asia-Pacific, and LAMEA. North America and Europe are large developed markets for frozen food, whereas developing markets include Asia-Pacific and LAMEA.

Major companies operating in this market have adopted new product development and acquisition as their key strategies to gain a competitive edge. Aryzta is one of the largest suppliers of frozen bakery products in North America and Europe. Nestle is a leading player in frozen pizza segment in North America and Europe. Mac. Cain foods launched local food variants in India conforming to the traditional food habits of customers. Leading players profiled in the report include Aryzta A.G., Ajinomoto Co. Inc., Cargill Incorporated, General Mills Inc., JBS S.A., Kellogg Company, the Kraft Heinz Company, Nestle S.A., and ConAgra Brands, Inc., and Associated British Foods Plc.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global frozen food market, with current and future trends to elucidate the imminent investment pockets in the market.

Current and future trends are outlined in the report to determine the overall market attractiveness and single out profitable trends to gain a stronger foothold in the market.

The report provides information regarding drivers, restraints, and opportunities with impact analysis.

A quantitative analysis of the current market and estimation for the same from 2020 to 2027 is provided to showcase the financial competency of the market.

Porter's five forces model of the industry illustrates competitiveness of the market by analyzing various parameters such as, threat of new entrants, threat of substitutes, bargaining power of the buyers, and bargaining power of the suppliers operating in the market.

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain.

Competitive intelligence highlights the business practices followed by the leading market players across various regions.

KEY MARKET SEGMENTS

By Product Type

Frozen Ready Meals

Frozen Meat & Poultry

Frozen Seafood

Frozen Vegetables & Fruits

Frozen & Refrigerated Soups

Frozen Potatoes

By User

Food Service Industry

Retail Users

By Region

North America

U.S.

Mexico

Canada

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Argentina

Rest of LAMEA

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.Secondary research
 - 1.4.2.Primary research
 - 1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings 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 pockets
 - 3.2.2.Value chain analysis
- 3.3.Porter's five forces analysis
 - 3.3.1.Undifferentiated products reduce the bargaining power of suppliers
 - 3.3.2.Low switching cost increases the bargaining power of buyers
 - 3.3.3.Availability of substitutes for snack and fast food increases the threat of substitutes
 - 3.3.4.Low exit barriers lead to more number of small players and increased industry rivalry
 - 3.3.5.Moderate-to-high intensity of competitive rivalry
- 3.4.Market dynamics
 - 3.4.1.Drivers
 - 3.4.1.1.Increase in purchasing power
 - 3.4.1.2.Changes in lifestyle and food habits
 - 3.4.1.3.Surge in female working population
 - 3.4.1.4.Research and operational excellence
 - 3.4.2.Restraint
 - 3.4.2.1.Increase in health and fitness concern

- 3.4.2.2. Government regulations for storage
- 3.4.2.3. Availability of fresh food substitutes
- 3.4.2.4. Lack of storage and transport facility
- 3.4.3. Opportunities
 - 3.4.3.1. Rapid development of the food service industry
 - 3.4.3.2. Improved storage facility in small retail stores
 - 3.4.3.3. Rapid growth of the retail sector
 - 3.4.3.4. Transition in consumer demand

CHAPTER 4:FROZEN FOOD MARKET, BY PRODUCT TYPE

- 4.1. Overview
 - 4.1.1. Market size and forecast
- 4.2. Ready meals
 - 4.2.1. Key market trends, growth factors, and opportunities
 - 4.2.1.1. Fast food
 - 4.2.1.2. Bakery & dessert
 - 4.2.2. Market size and forecast
- 4.3. Frozen seafood
 - 4.3.1. Key market trends, growth factors, and opportunities
 - 4.3.2. Market size and forecast
- 4.4. Frozen meat & poultry
 - 4.4.1. Key market trends, growth factors, and opportunities
 - 4.4.2. Market size and forecast
- 4.5. Frozen fruit & vegetables
 - 4.5.1. Key market trends, growth factors, and opportunities
 - 4.5.2. Market size and forecast
- 4.6. Frozen potatoes
 - 4.6.1. Key market trends, growth factors, and opportunities
 - 4.6.2. Market size and forecast
- 4.7. Frozen soups
 - 4.7.1. Key market trends, growth factors, and opportunities
 - 4.7.2. Market size and forecast

CHAPTER 5:FROZEN FOOD MARKET, BY USER

- 5.1. Overview
 - 5.1.1. Market size and forecast
- 5.2. Food service industry

- 5.2.1.Key market trends, growth factors, and opportunities
- 5.2.2.Market size and forecast
- 5.3.Retail users
 - 5.3.1.Key market trends, growth factors, and opportunities
 - 5.3.2.Market size and forecast

CHAPTER 6:FROZEN FOOD MARKET, BY REGION

- 6.1.Overview
 - 6.1.1.Market size and forecast, by region
- 6.2.North America
 - 6.2.1.Key market trends, growth factors, and opportunities
 - 6.2.2.Market size and forecast, By product type
 - 6.2.3.Market size and forecast, by user
 - 6.2.4.Market size and forecast, by country
 - 6.2.4.1.U.S.
 - 6.2.4.1.1.Market size and forecast, by product type
 - 6.2.4.1.2.Market size and forecast, by user
 - 6.2.4.2.Mexico
 - 6.2.4.2.1.Market size and forecast, By product type
 - 6.2.4.2.2.Market size and forecast, by user
 - 6.2.4.2.3.Mexico frozen food market revenue, 2019–2027 (\$MILLION)
 - 6.2.4.3.Canada
 - 6.2.4.3.1.Market size and forecast, by product type
 - 6.2.4.3.2.Market size and forecast, by user
- 6.3.Europe
 - 6.3.1.Key market trends, growth factors, and opportunities
 - 6.3.2.Market size and forecast, By product type
 - 6.3.3.Market size and forecast, by user
 - 6.3.4.Market size and forecast, by country
 - 6.3.4.1.Germany
 - 6.3.4.1.1.Market size and forecast, by product type
 - 6.3.4.1.2.Market size and forecast, by user
 - 6.3.4.2.France
 - 6.3.4.2.1.Market size and forecast, by product type
 - 6.3.4.2.2.Market size and forecast, by user
 - 6.3.4.3.UK
 - 6.3.4.3.1.Market size and forecast, By product type
 - 6.3.4.3.2.Market size and forecast, by user

6.3.4.4.Italy

6.3.4.4.1.Market size and forecast, by product type

6.3.4.4.2.Market size and forecast, by user

6.3.4.5.Spain

6.3.4.5.1.Market size and forecast, by product type

6.3.4.5.2.Market size and forecast, BY User

6.3.4.6.Rest of Europe

6.3.4.6.1.Market size and forecast, by product type

6.3.4.6.2.Market size and forecast, by user

6.4.Asia-Pacific

6.4.1.Key market trends, growth factors, and opportunities

6.4.2.Market size and forecast, by product type

6.4.3.Market size and forecast, by user

6.4.4.Market size and forecast, by country

6.4.4.1.China

6.4.4.1.1.Market size and forecast, By product type

6.4.4.1.2.Market size and forecast, by user

6.4.4.2.India

6.4.4.2.1.Market size and forecast, by product type

6.4.4.2.2.Market size and forecast, BY User

6.4.4.3.Japan

6.4.4.3.1.Market size and forecast, by product type

6.4.4.3.2.Market size and forecast, by user

6.4.4.4.Australia

6.4.4.4.1.Market size and forecast, By product type

6.4.4.4.2.Market size and forecast, by user

6.4.4.5.South Korea

6.4.4.5.1.Market size and forecast, By product type

6.4.4.5.2.Market size and forecast, by user

6.4.4.6.Rest of Asia-Pacific

6.4.4.6.1.Market size and forecast, By product type

6.4.4.6.2.Market size and forecast, by user

6.5.LAMEA

6.5.1.Key market trends, growth factors, and opportunities

6.5.2.Market size and forecast, By product type

6.5.3.Market size and forecast, by user

6.5.4.Market size and forecast, By country

6.5.4.1.Brazil

6.5.4.1.1.Market size and forecast, By product type

- 6.5.4.1.2. Market size and forecast, by user
- 6.5.4.2. South Africa
 - 6.5.4.2.1. Market size and forecast, By product type
 - 6.5.4.2.2. Market size and forecast, by user
- 6.5.4.3. Argentina
 - 6.5.4.3.1. Market size and forecast, By product type
 - 6.5.4.3.2. Market size and forecast, by user
- 6.5.4.4. Rest of LAMEA
 - 6.5.4.4.1. Market size and forecast, By product type
 - 6.5.4.4.2. Market size and forecast, by user

CHAPTER 7: COMPETITION LANDSCAPE

- 7.1. TOP WINNING STRATEGIES
- 7.2. PRODUCT MAPPING
- 7.3. TOP PLAYER POSITIONING
- 7.4. COMPETITIVE DASHBOARD
- 7.5. COMPETITIVE HEATMAP
- 7.6. KEY DEVELOPMENTS
 - 7.6.1. Product launch
 - 7.6.2. Joint venture
 - 7.6.3. Acquisition
 - 7.6.4. Business expansion

List Of Tables

LIST OF TABLES

TABLE 01.GLOBAL FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 02.FROZEN READY MEALS MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 03.FROZEN SEAFOOD MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 04.FROZEN MEAT & POULTRY MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 05.FROZEN FRUIT & VEGETABLES MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 06.FROZEN POTATOES MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 07.FROZEN SOUPS MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 08.GLOBAL FROZEN FOOD MARKET REVENUE, BY USER 2019–2027 (\$MILLION)

TABLE 09.FOOD SERVICE INDUSTRY FROZEN FOOD MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 10.RETAIL USERS FROZEN FOOD MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 11.FROZEN FOOD MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 12.NORTH AMERICA FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 13.NORTH AMERICA FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 14.NORTH AMERICA FROZEN FOOD MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 15.U.S. FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 16.U.S. FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 17.MEXICO FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 18.MEXICO FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 19.CANADA FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 20.CANADA FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 21.EUROPE FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 22.EUROPE FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 23.EUROPE FROZEN FOOD MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 24.GERMANY FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 25.GERMANY FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 26.FRANCE FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 27.FRANCE FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 28.UK FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 29.UK FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 30.ITALY FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 31.ITALY FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 32.SPAIN FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 33.SPAIN FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 34.REST OF EUROPE FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 35.REST OF EUROPE FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 36.ASIA-PACIFIC FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 37.ASIA-PACIFIC FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 38.ASIA-PACIFIC FROZEN FOOD MARKET REVENUE, BY COUNTRY,

2019–2027 (\$MILLION)

TABLE 39.CHINA FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 40.CHINA FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 41.INDIA FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 42.INDIA FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 43.JAPAN FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 44.JAPAN FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 45.AUSTRALIA FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 46.AUSTRALIA FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 47.SOUTH KOREA FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 48.SOUTH KOREA FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 49.REST OF ASIA-PACIFIC FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 50.REST OF ASIA-PACIFIC FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 51.LAMEA FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 52.LAMEA FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 53.LAMEA FROZEN FOOD MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 54.BRAZIL FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 55.BRAZIL FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 56.SOUTH AFRICA FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 57.SOUTH AFRICA FROZEN FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 58.ARGENTINA FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 59.ARGENTINA FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

TABLE 60.REST OF LAMEA FROZEN FOOD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 61.REST OF LAMEA FOOD MARKET REVENUE, BY USER, 2019–2027 (\$MILLION)

List Of Figures

LIST OF FIGURES

FIGURE 01.FROZEN FOOD MARKET SNAPSHOT

FIGURE 02.GLOBAL FROZEN FOOD MARKET SEGMENTATION

FIGURE 03.VALUE CHAIN ANALYSIS

FIGURE 04.LOW BARGAINING POWER OF SUPPLIERS

FIGURE 05.HIGH BARGAINING POWER OF BUYERS

FIGURE 06.HIGH THREAT OF SUBSTITUTES

FIGURE 07.HIGH THREAT OF NEW ENTRANTS

FIGURE 08.GLOBAL FROZEN FOOD MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES

FIGURE 09.COUNTRIES WITH THE HIGHEST PURCHASING POWERS IN 2017 AND 2030 (FORRECAST PERIOD) (IN TRILLION U.S. DOLLARS)

FIGURE 10.INCREASE IN NUMBER OF MCDONALD'S RESTAURANTS WORLDWIDE FROM 2010 TO 2019

FIGURE 11.FROZEN FOOD MARKET, BY PRODUCT TYPE, 2019 (%)

FIGURE 12.COMPARATIVE SHARE ANALYSIS OF FROZEN READY MEALS MARKET, BY CONUNTRY, 2019 & 2027 (%)

FIGURE 13.COMPARATIVE SHARE ANALYSIS OF FROZEN SEAFOOD MARKET, BY COUNTRY 2019 & 2027 (%)

FIGURE 14.COMPARATIVE SHARE ANALYSIS OF FROZEN MEAT & POULTRY MARKET, BY COUNTRY 2019 & 2027 (%)

FIGURE 15.COMPARATIVE SHARE ANALYSIS OF FROZEN FRUIT & VEGETABLES MARKET, BY COUNTRY 2019 & 2027 (%)

FIGURE 16.COMPARATIVE SHARE ANALYSIS OF FROZEN POTATOES MARKET, BY COUNTRY 2019 & 2027 (%)

FIGURE 17.COMPARATIVE SHARE ANALYSIS OF FROZEN SOUPS MARKET, BY COUNTRY 2019 & 2027 (%)

FIGURE 18.GLOBAL FROZEN FOOD MARKET, BY USER, 2019 (%)

FIGURE 19.COMPARATIVE SHARE ANALYSIS OF FOOD SERVICE INDUSTRY FROZEN FOOD MARKET, BY COUNTRY 2019 & 2027 (%)

FIGURE 20.COMPARATIVE SHARE ANALYSIS OF RETAIL USERS FROZEN FOOD MARKET, BY COUNTRY 2019 & 2027 (%)

FIGURE 21.FROZEN FOOD MARKET, BY REGION, 2019 (%)

FIGURE 22.U.S. FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 23.CANADA FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 24.GERMANY FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 25.FRANCE FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 26.UK FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 27.ITALY FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 28.SPAIN FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 29.REST OF EUROPE FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 30.CHINA FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 31.INDIA FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 32.JAPAN FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 33.AUSTRALIA FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 34.SOUTH KOREA FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 35.REST OF ASIA-PACIFIC FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 36.BRAZIL FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 37.SOUTH AFRICA FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 38.ARGENTINA FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 39.REST OF LAMEA FROZEN FOOD MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 40.TOP WINNING STRATEGIES, BY YEAR, 2016–2019

FIGURE 41.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2016–2019 (%)

FIGURE 42.TOP WINNING STRATEGIES, BY COMPANY, 2016–2019*

FIGURE 43.TOP PLAYER POSITIONING OF TOP 10 KEY PLAYERS

FIGURE 44.TOP PLAYER POSITIONING OF TOP 10 KEY PLAYERS

FIGURE 45.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS

FIGURE 46.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS

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Product name: Frozen Food Market by Product Type (Frozen Ready Meals, Frozen Meat & Poultry, Frozen Seafood, Frozen Vegetables & Fruits, Frozen & Refrigerated Soups and Frozen Potatoes) and User (Food Service Industry and Retail Users): Global Opportunity Analysis and Industry Forecast, 2020–2027

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