

# **Global Frozen Pizza Market Size study & Forecast, by Product (Regular, Medium, Large), by Distribution Channel (HoReCa, Offline Sales, Online Sales) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Frozen Pizza Market is valued at approximately USD 20.87 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 3.2% over the forecast period 2022-2029. Frozen Pizza is popular ready-to-eat food choice, made with the use of preservatives. It is made with yeast from flatbread dough and topped with sauces, different types of cheeses, meats such as chicken, ham, veggies, and other fruits including capsicum and pineapple. The pizza made is fast frozen and packed into food-grade foils and pouches. The increasing demand for frozen food products and changing food preferences among millennials as well as strategic initiatives from leading market players are key factors accelerating the market growth.

The increasing demand for frozen food products is contributing to the growth of the Global Frozen Pizza Market. For instance, according to Statista – in 2018, the global market for frozen foods was estimated at USD 260.8 billion, and the market for frozen food is projected to grow to USD 366.3 billion by 2026. Moreover, as per Statista - In 2021, in Germany around 388.215 thousand tons of frozen pizza were sold, witnessing an increase of more than 10 thousand tons compared to 2020 with around 377 thousand tons sold. In addition, in the United States, the sales of frozen pizza in 2021, was amounted to USD 6.06 billion, up from USD 5.47 billion in 2020. Also, increasing working-class population and growing emergence of online distribution channels would create a lucrative growth prospectus for the market over the forecast period. However, rising number of health-conscious individuals and concern over ill impact associated with consumption of frozen food products like heart diseases, diabetes, etc. stifle the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Frozen Pizza Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the dominance of leading market players and presence of leading market players offering frozen pizzas in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising millennial population, increasing consumption of ready-to-eat food products coupled with growing emergence of online grocery distribution platforms in the region.

Major market players included in this report are:

Bellisio Foods Inc.

Hansen Foods, Inc.

Nestle SA

One Planet Pizza

Daiya Foods Inc.

McCain Foods Ltd.

Oetker GmbH

California Pizza Kitchen, Inc.

Atkins Nutritionals, Inc.

Freiberger Lebensmittel GmbH Co

Recent Developments in the Market:

In September 2021, USA based frozen meal brand Happi Foodi in partnership with digital media company Barstool Sports launched a new line of ready-to-heat pizzas, named One Bite Pizza in the USA. This new pizza range would be available in over 3,500 Walmart stores and through online portals at Walmart.com, OneBite.app, FreshDirect.com and HappiFoodi.com across the U.S.

In November 2021, India based producer of frozen Snacks HyFun Foods launched a new range of frozen pizzas. The company launched frozen pizzas in four different flavors including Classic Margherita, Veggie Paradise, Garden Fresh and Tandoori Paneer. This new pizza range is 100 percent vegetarian and requires a baking time of 7-9 minutes only.

Global Frozen Pizza Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product

Regular

Medium

Large

By Distribution Channel

HoReCa

Offline Sales

Online Sales

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
RoLA  
Rest of the World

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
  - 1.2.1. Frozen Pizza Market, by Region, 2019-2029 (USD Billion)
  - 1.2.2. Frozen Pizza Market, by Product, 2019-2029 (USD Billion)
  - 1.2.3. Frozen Pizza Market, by Distribution Channel, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL FROZEN PIZZA MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL FROZEN PIZZA MARKET DYNAMICS

- 3.1. Frozen Pizza Market Impact Analysis (2019-2029)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing demand for frozen food products
    - 3.1.1.2. Changing food preference among millennials
    - 3.1.1.3. Strategic initiatives from leading market players
  - 3.1.2. Market Challenges
    - 3.1.2.1. Concern over the ill impact of frozen foods
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Increasing working class population
    - 3.1.3.2. Growing emergence of online distribution channels

### CHAPTER 4. GLOBAL FROZEN PIZZA MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. Industry Experts Prospective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL FROZEN PIZZA MARKET, BY PRODUCT**

- 6.1. Market Snapshot
- 6.2. Global Frozen Pizza Market by Product, Performance - Potential Analysis
- 6.3. Global Frozen Pizza Market Estimates & Forecasts by Product 2019-2029 (USD Billion)
- 6.4. Frozen Pizza Market, Sub Segment Analysis
  - 6.4.1. Regular
  - 6.4.2. Medium
  - 6.4.3. Large

## **CHAPTER 7. GLOBAL FROZEN PIZZA MARKET, BY DISTRIBUTION CHANNEL**

- 7.1. Market Snapshot
- 7.2. Global Frozen Pizza Market by Distribution Channel, Performance - Potential Analysis
- 7.3. Global Frozen Pizza Market Estimates & Forecasts by Distribution Channel 2019-2029 (USD Billion)
- 7.4. Frozen Pizza Market, Sub Segment Analysis

- 7.4.1. HoReCa
- 7.4.2. Offline sales
- 7.4.3. Online sales

## **CHAPTER 8. GLOBAL FROZEN PIZZA MARKET, REGIONAL ANALYSIS**

- 8.1. Frozen Pizza Market, Regional Market Snapshot
- 8.2. North America Frozen Pizza Market
  - 8.2.1. U.S. Frozen Pizza Market
    - 8.2.1.1. Product breakdown estimates & forecasts, 2019-2029
    - 8.2.1.2. Distribution Channel breakdown estimates & forecasts, 2019-2029
  - 8.2.2. Canada Frozen Pizza Market
- 8.3. Europe Frozen Pizza Market Snapshot
  - 8.3.1. U.K. Frozen Pizza Market
  - 8.3.2. Germany Frozen Pizza Market
  - 8.3.3. France Frozen Pizza Market
  - 8.3.4. Spain Frozen Pizza Market
  - 8.3.5. Italy Frozen Pizza Market
  - 8.3.6. Rest of Europe Frozen Pizza Market
- 8.4. Asia-Pacific Frozen Pizza Market Snapshot
  - 8.4.1. China Frozen Pizza Market
  - 8.4.2. India Frozen Pizza Market
  - 8.4.3. Japan Frozen Pizza Market
  - 8.4.4. Australia Frozen Pizza Market
  - 8.4.5. South Korea Frozen Pizza Market
  - 8.4.6. Rest of Asia Pacific Frozen Pizza Market
- 8.5. Latin America Frozen Pizza Market Snapshot
  - 8.5.1. Brazil Frozen Pizza Market
  - 8.5.2. Mexico Frozen Pizza Market
  - 8.5.3. Rest of Latin America Frozen Pizza Market
- 8.6. Rest of The World Frozen Pizza Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Top Market Strategies
- 9.2. Company Profiles
  - 9.2.1. Bellisio Foods Inc.
    - 9.2.1.1. Key Information
    - 9.2.1.2. Overview

- 9.2.1.3. Financial (Subject to Data Availability)
- 9.2.1.4. Product Summary
- 9.2.1.5. Recent Developments
- 9.2.2. Hansen Foods, Inc.
- 9.2.3. Nestle SA
- 9.2.4. One Planet Pizza
- 9.2.5. Daiya Foods Inc.
- 9.2.6. McCain Foods Ltd.
- 9.2.7. Oetker GmbH
- 9.2.8. California Pizza Kitchen, Inc.
- 9.2.9. Atkins Nutritionals, Inc.
- 9.2.10. Freiburger Lebensmittel GmbH Co.

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption



## List Of Tables

### LIST OF TABLES

TABLE 1. Global Frozen Pizza Market, report scope

TABLE 2. Global Frozen Pizza Market estimates & forecasts by Region 2019-2029  
(USD Billion)

TABLE 3. Global Frozen Pizza Market estimates & forecasts by Product 2019-2029  
(USD Billion)

TABLE 4. Global Frozen Pizza Market estimates & forecasts by Distribution Channel  
2019-2029 (USD Billion)

TABLE 5. Global Frozen Pizza Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 6. Global Frozen Pizza Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 7. Global Frozen Pizza Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 8. Global Frozen Pizza Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 9. Global Frozen Pizza Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 10. Global Frozen Pizza Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 11. Global Frozen Pizza Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 12. Global Frozen Pizza Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 13. Global Frozen Pizza Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 14. Global Frozen Pizza Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 15. U.S. Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 16. U.S. Frozen Pizza Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 17. U.S. Frozen Pizza Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 18. Canada Frozen Pizza Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 19. Canada Frozen Pizza Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 20. Canada Frozen Pizza Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 21. UK Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 22. UK Frozen Pizza Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 23. UK Frozen Pizza Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 24. Germany Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 25. Germany Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 26. Germany Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 27. France Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 28. France Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 29. France Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 30. Italy Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 31. Italy Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 32. Italy Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 33. Spain Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 34. Spain Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 35. Spain Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 36. RoE Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 37. RoE Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 38. RoE Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 39. China Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 40. China Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 41. China Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 42. India Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 43. India Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 44. India Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 45. Japan Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 46. Japan Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 47. Japan Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 48. South Korea Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 49. South Korea Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 50. South Korea Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 51. Australia Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 52. Australia Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 53. Australia Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 54. RoAPAC Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 55. RoAPAC Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 56. RoAPAC Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 57. Brazil Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 58. Brazil Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 59. Brazil Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 60. Mexico Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 61. Mexico Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 62. Mexico Frozen Pizza Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 63. RoLA Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 64. RoLA Frozen Pizza Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 65. RoLA Frozen Pizza Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 66. Row Frozen Pizza Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 67. Row Frozen Pizza Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 68. Row Frozen Pizza Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 69. List of secondary sources, used in the study of global Frozen Pizza Market

TABLE 70. List of primary sources, used in the study of global Frozen Pizza Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final  
deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Frozen Pizza Market, research methodology
  - FIG 2. Global Frozen Pizza Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Frozen Pizza Market, key trends 2021
  - FIG 5. Global Frozen Pizza Market, growth prospects 2022-2029
  - FIG 6. Global Frozen Pizza Market, porters 5 force model
  - FIG 7. Global Frozen Pizza Market, pest analysis
  - FIG 8. Global Frozen Pizza Market, value chain analysis
  - FIG 9. Global Frozen Pizza Market by segment, 2019 & 2029 (USD Billion)
  - FIG 10. Global Frozen Pizza Market by segment, 2019 & 2029 (USD Billion)
  - FIG 11. Global Frozen Pizza Market by segment, 2019 & 2029 (USD Billion)
  - FIG 12. Global Frozen Pizza Market by segment, 2019 & 2029 (USD Billion)
  - FIG 13. Global Frozen Pizza Market by segment, 2019 & 2029 (USD Billion)
  - FIG 14. Global Frozen Pizza Market, regional snapshot 2019 & 2029
  - FIG 15. North America Frozen Pizza Market 2019 & 2029 (USD Billion)
  - FIG 16. Europe Frozen Pizza Market 2019 & 2029 (USD Billion)
  - FIG 17. Asia Pacific Frozen Pizza Market 2019 & 2029 (USD Billion)
  - FIG 18. Latin America Frozen Pizza Market 2019 & 2029 (USD Billion)
  - FIG 19. Global Frozen Pizza Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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