

Global Frozen Vegetables Market: Size, Trends & Forecasts (2018-2022)

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Abstracts

Scope of the Report

The report titled “Global Frozen Vegetables Market: Size, Trends & Forecasts (2018-2022)” provides analysis of the global frozen vegetables market with detailed analysis of the market size in terms of its value, growth and its subsequent segments.

The report also includes detailed regional analysis of the frozen vegetable market in regions such as the Europe and Middle East. Under competitive landscape, players in the global frozen vegetable market have been compared on the basis of their revenue and market capitalization. Also, comparison of players in the frozen vegetable market in Europe has been done on the basis of share.

Moreover, the report assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall frozen vegetable market has also been forecasted for the years 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Nestle, General Mills Inc., Cargill Incorporated and Kraft Heinz Co. are some of the key players operating in the global frozen vegetable market whose company profiling is done in the report. In this segment of the report, business overview, financial overview and the business strategies of the companies are provided.

Regional Coverage

Europe

Middle East

Company Coverage

Nestle

General Mills Inc.

Cargill Incorporated

Kraft Heinz Co

Executive Summary

Frozen vegetables are a segment of the broader frozen foods market. Maintenance of these vegetables is done below their freezing points for a duration which is generally far longer than their natural shelf life would permit.

The global frozen vegetable market can be segmented on the basis of product, distribution and end users. On the basis of product, the market can be segregated into broccoli, corn, green peas, mushrooms and various other vegetables. On the basis of distribution channel, the market can be segmented into discounters and hypermarkets/supermarkets. On the basis of end users, the market can be sub segmented into food service industry and retail customers.

The global frozen vegetable market is expected to grow at a healthy rate during the forecast period (2018-2022). The growth of the market is supported by factors such as mushrooming fast food restaurants, benefit of off season availability, increasing participation of female in workforce, rising urbanization and hike in disposable income. Negative perceptions on nutritional quantity of frozen vegetables and issues in cold storage mainly in sub urban and rural areas globally are some of the challenges faced by the market. Sharp increase in demand for frozen vegetables in China and India, escalating demand for individually quick frozen foods (IQF), evolution of organic frozen vegetables and technological innovations are some of the latest trends existing in the market.

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