

# A New Era for Frozen Food

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## Abstracts

The effects of the pandemic are melting away and, with them, some of the customers who turned to the resurgent frozen food category in 2020; however, the prospects for frozen are potentially bright in the long term, above all thanks to a strong consumer desire for affordable and convenient food products. The next few years will be crucial to prove if the category can hold onto its pandemic gains in the long term, which will require an active defence against competition like foodservice delivery.

Euromonitor International's A New Era for Frozen Food global briefing provides a comprehensive overview of the Staple Foods market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand informs forecasts to 2027, clearly indicating how the market is expected to change.

**Product coverage:** Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Staple Foods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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