

# U.S. Frozen Vegetables Market Size, Share & Trends Analysis Report By Product (Mixed Vegetables, Broccoli, Beans), By Distribution Channel (Traditional Grocery Stores, Hypermarkets & Supermarkets), By Region, And Segment Forecasts, 2026 - 2033

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## Abstracts

The U.S. frozen vegetables market size was estimated at USD 7,113.3 million in 2025 and is expected to reach USD 12,003.2 million by 2033, growing at a CAGR of 6.7% from 2026 to 2033. Market growth is largely driven by changing consumer lifestyles that prioritize convenience while maintaining nutritional value.

Frozen vegetables offer longer shelf life, minimal preparation time, and reduced food waste, making them an attractive option for busy households and foodservice operators. In addition, rising consumer interest in healthy eating, plant-based diets, and home-cooked meals is increasing the adoption of frozen vegetable products such as broccoli, peas, corn, and mixed vegetable blends. Advances in freezing technologies that help preserve nutrients, taste, and texture are further supporting the growing demand across the U.S. market.

With busy schedules and a growing share of dual-income households, more Americans are seeking food options that require minimal preparation yet deliver perceived health benefits. Frozen vegetables meet this need by offering ready-to-use produce that can be quickly incorporated into meals, catering especially to millennial and Gen Z consumers who value both speed and quality.

According to recent U.S. cold storage data, inventories of frozen vegetable stocks illustrate consistent utilization and turnover within the supply chain, underscoring regular household consumption patterns rather than seasonal hoarding, with total frozen

vegetable stocks in November 2025 down 8% from the prior year but reflecting ongoing market circulation rather than stagnation.

Technological progress is a core trend boosting consumer confidence and expanding applications for frozen vegetables. Individual Quick Freezing (IQF) and related technologies help preserve texture, cellular integrity, and nutrient content, narrowing the quality gap with fresh produce. These freezing methods also support a broader range of product formats, including ready-to-cook mixes and premium specialty blends that appeal to time-pressed consumers looking for both convenience and quality nutrition. Preservation technology improvements have been integrated widely across processing facilities, making frozen vegetables nutritionally comparable to fresh alternatives in many cooking applications.

The breadth of distribution channels is a significant growth driver, particularly in retail supermarkets, hypermarkets, and online platforms. Supermarkets and hypermarkets currently account for a significant share of industry distribution, leveraging deep cold-chain infrastructure and strong product assortment to maintain category visibility. Simultaneously, e-commerce is transforming consumer access: the broader U.S. grocery e-commerce market is projected to experience strong growth, with online grocery penetration still underdeveloped relative to total food sales. This dynamic presents a major opportunity for frozen vegetables, enabling retailers to tap into digital direct-to-consumer demand, facilitate subscription orders, and support impulse sales through digital recommendation engines.

Manufacturers are responding to demand shifts by expanding frozen vegetable offerings beyond basic packs to include mixed blends, value-added sauces, and ready-to-heat solutions. For example, leading brands are rolling out new product lines featuring creative flavor profiles and meal-style packaging, which attract both everyday shoppers and culinary enthusiasts. Diversification into “vegetable side dishes” and fusion cuisines helps drive incremental sales by appealing to consumers searching for convenience without compromising culinary variety. These innovations also support premium pricing strategies, contributing to the broader value growth of the market.

## U.S. Frozen Vegetables Market Report Segmentation

This report forecasts revenue growth at the regional and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. frozen vegetables market report based on product, distribution channel, and region:

## Product Outlook (Revenue, USD Million, 2021 - 2033)

Mixed Vegetables

Broccoli

Beans

Corn

Peas

Prepared Vegetables

Corn on the Cob

Spinach

Onion Rings

Zucchini

Carrots

Onions

## Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Traditional Grocery Stores

Hypermarkets & Supermarkets

Club Stores

Discount Stores

Online

Others

## Regional Outlook (Revenue, USD Million, 2021 - 2033)

Southeast

Northeast

Great Lakes

Mid-South

South Central

West

California

Plains

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