

# The 2023 Report on Frozen Foods: World Market Segmentation by City

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## Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of frozen foods as including all commonly understood products falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Ajinomoto, Allens, Inc., American Freeze Dry, Amy's Kitchen, Amy's Kitchen, Ardo, Arena Agroindustrie Alimentari, Aryzta, Associated British Foods, Bellisio Foods, Birds Eye Foods, Blue Marble Brands, Bonduelle, Cargill, Chiquita Bananas, Conagra Brands, Diana's Bananas, Dole, Dr. August Oetker, Europastry, FINDUS, Flower Foods, General Mills, GKI Foods, LLC, Goya Foods, Grace Kennedy Foods (USA), LLC, Grupo Bimbo, S.A.B., H. J. Heinz Company, Hain Celestial Group, Heinz, Iceland Foods, Imperial Frozen Foods, Inn Foods, Introduction, ITC, JBS, Jeanie Marshal Foods, Josef Manner & Comp. AG, Kellogg Company, Kohinoor Foods, Kraft Food, Lantmannen Unibake International, Maple Leaf Foods, Maruha Nichiro Holding, Inc., McCain, Moo Free, Mother Dairy, Nature's Peak, LIC., Natures Peak., NECCO, Nestle, Nestl?, NH Foods, Nichirei, Nippon Suisan, Nomad Foods, North American Food Distribution Company, Inc., Permira, Pete's Fresh Market, Pinguinlutosa, Pinnacle Foods, Quirch Foods Company, Ralcorp Frozen Bakery Products, Rich Products, Sahar Enterprises,

LLC, Seneca Foods, Smart Price Sales, TableMark, The Kraft Heinz Company, Totally Bananas, Trader Joe's, Tyson Foods, Unilever, Vandemoortele, and Wawona Frozen Foods. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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