

Frozen Fruits and Vegetables Market Report by Product Type (Frozen Fruits, Frozen Vegetables), Distribution Channel (Business-to-Consumer (B2C), Business-to-Business (B2B)), and Region 2024-2032

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Abstracts

The global frozen fruits and vegetables market size reached US\$ 27.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 33.4 Billion by 2032, exhibiting a growth rate (CAGR) of 2.3% during 2024-2032.

Frozen fruits and vegetables are rapidly gaining traction among consumers as they offer a wide range of advantages over the fresh produce. The technique employed in freezing fruits and vegetables assists in retaining the color, flavor and nutritive value of these products. It slows down the decomposition by turning the residual moisture into ice, which prevents the growth of bacteria. Frozen fruits and vegetables are also immune to spoilage that occurs on account of vigorous transportation and exposure to light, heat and dust. They offer numerous benefits which include low cost, easy preparation and availability during the off-season.

Due to long working hours, rising health consciousness and the increasing prevalence of lifestyle diseases, consumers are shifting to frozen fruits and vegetables as they do not need to be washed, peeled or chopped. Additionally, they help in minimizing the overall cooking time without affecting the nutritional intake. In line with this, manufacturers are launching unique product variants, incorporating herbs and spices from local produce, to widen their portfolio and attract a large consumer base. Further, inflating income levels of the middle-class population, especially in the Asian countries, is impelling the market growth. Moreover, consumers currently prefer to shop online and pay through their credit/debit cards to eliminate geographical limitations. This, in confluence with the burgeoning e-commerce industry, is providing a thrust to the market

growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global frozen fruits and vegetables market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on product type and distribution channel.

Breakup by Product Type:

Frozen Fruits

Frozen Vegetables

The market is primarily dominated by frozen vegetables. This can be attributed to hectic lifestyles of consumers and the growing demand for easy-to-cook food products. Moreover, the increasing number of large retail chains and frequent usage of these vegetables in homes as well as restaurants is also boosting their overall sales.

Breakup by Distribution Channel:

Business-to-Consumer (B2C)

Supermarkets/Hypermarkets

Independent Retailers

Convenience Stores

Online

Others

Business-to-Business (B2B)

Based on the distribution channel, the market is dominated by the Business-to-Consumer (B2C) segment, wherein supermarkets/hypermarkets represent the leading subsegment.

Regional Insights:

North America

Europe

Asia Pacific

Latin America

Middle East and Africa

On the geographical front, Europe represents the largest market for frozen fruits and vegetables around the world. Frozen berries are widely used as a key ingredient for preparing smoothies and similar products in the region. This, coupled with the rising demand for frozen kale (a type of cabbage), which is used in the preparation of chips, salads and smoothies, is supporting the market growth in the region.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the key players operating in the industry. Some of these key players include:

Dole Food Company, Inc
Ardo NV
HJ Heinz
Simplot Australia Pty. Ltd
General Mills

Key Questions Answered in This Report

1. What was the size of the global frozen fruits and vegetables market in 2023?
2. What is the expected growth rate of the global frozen fruits and vegetables market during 2024-2032?
3. What are the key factors driving the global frozen fruits and vegetables market?
4. What has been the impact of COVID-19 on the global frozen fruits and vegetables market?
5. What is the breakup of the global frozen fruits and vegetables market based on the product type?
6. What is the breakup of the global frozen fruits and vegetables market based on the distribution channel?
7. What are the key regions in the global frozen fruits and vegetables market?
8. Who are the key players/companies in the global frozen fruits and vegetables market?

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