

Indian Frozen Foods Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The Indian frozen foods market size reached INR 144.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach INR 353.3 Billion by 2028, exhibiting a growth rate (CAGR) of 16% during 2023-2028.

The market consists of frozen vegetables, frozen fruits, frozen vegetable snacks and frozen meat products. The market for frozen foods has been gaining traction in India owing to their convenience as they do not need any additional preparation and culinary expertise. Moreover, frozen food products, especially frozen snacks, offer enhanced palatability as compared to their home-cooked counterparts. Another reason for the increasing demand for frozen foods in India is the fact that these products are available year-round regardless of the season. Furthermore, end-users can buy these products through various distribution channels such as supermarkets and hypermarkets, convenience stores, departmental stores, etc.

Indian Frozen Foods Market Drivers/Constraints:

Improving living standards in confluence with rising disposable incomes have driven the growth of the market. Moreover, India's working population is preferring convenient food products that offer less meal preparation time and ease of consumption.

Rising urbanization has resulted in the growth of the organized retail sector in India. These modern grocery and food stores are equipped with cold chain facilities which have led to the availability of a variety of frozen food products in the market.

India's large young population and influence of western food culture have changed their food habits and lifestyles, in turn, augmenting the demand for frozen food products in the region.

In order to expand their consumer-base, manufacturers are constantly coming up with new product variants, such as frozen fruits and vegetables, frozen snacks, frozen

poultry, meat and seafood products, frozen ready-to-eat meals, etc. India's booming e-commerce sector has further propelled the growth of the market. Online platforms offer high product visibility and product listing at nominal costs in comparison to traditional retail platforms, thereby facilitating greater market penetration of frozen food products in India.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Indian frozen foods market report, along with forecasts for the period 2023-2028. Our report has categorized the market based on product type.

Breakup by Product Type:

- Frozen Vegetable Snacks
- Frozen Fruits and Vegetables
- Frozen Meat Products

On the basis of product type, the market has been segmented into frozen vegetable snacks, frozen meat products and frozen fruits and vegetables. Among these, frozen vegetable snacks hold the largest market share.

Competitive Landscape:

The competitive landscape of the market has been examined with some of the key players being:

- McCain India Pvt Limited
- Venky's (India) Limited
- Mother Dairy Fruit and Vegetable
- Godrej Tyson Foods Limited
- Al Kabeer Group
- Innovative Foods Limited (Sumeru)

This report provides a deep insight into the Indian frozen foods market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the frozen foods industry in any manner.

Key Questions Answered in This Report

1. What was the size of the Indian frozen foods market in 2022?
2. What is the expected growth rate of the Indian frozen foods market during 2023-2028?
3. What are the key factors driving the Indian frozen foods market?
4. What has been the impact of COVID-19 on the Indian frozen foods market?
5. What is the breakup of the Indian frozen foods market based on the product type?
6. Who are the key players/companies in the Indian frozen foods market?

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