

Europe Ready Meals Market (2017 - 2023)

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Abstracts

The Europe Ready Meals Market size is expected to register a CAGR of 10% during the forecast period (2017 – 2023). Ready meals, also known as packed foods or instant ready meals are considered as cost-effective alternative for cooked meals. The preparation of these meals requires less time than cooking fresh meals and is considered fastest and convenient as one just needs to heat the food. Many customized ready meals have also gained popularity in the recent years. In terms of nutrition, ready meals are safe to consume and provide nutrition as well. These foods are available in various flavors, attracting a significant customer base.

The rapid adoption of online retailing has become advantageous for market participants. Well-known brands have been regularly launching new products online. European region is among the leading markets with major emphasis on online retailing. E-commerce has also made it easier for the export and import of the goods. In addition to this, discounts and offers provided by different websites have also contributed to the demand for internet retailing. However, Supermarkets and convince stores are also growing at a significant pace.

Based on Distribution Channels, the market report segments the market into Supermarkets/ Hypermarkets, Convenience Stores, and Online Stores. Based on Types, the Europe Ready Meals Market is segmented into Frozen Pizza, Frozen Ready Meals, Prepared Salads, Dried Ready Meals, Canned/Preserved Ready Meals, Chilled Pizza, and Others. Based on Countries, the market report segments the market into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The report covers the analysis of key stake holders of the Ready Meals Market. Key companies profiled in the report include Bakkavor Group Limited, Conagra Brands, Inc., Greencore Group Plc., Kraft Heinz (JH Heinz Company Ltd.), Nestle SA, Fleury Michon, Unilever Group, Kerry Group, and Premier Foods Group Ltd.

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