

# **United States Ready-To-Eat Food Market Assessment, By Category [Instant Breakfast/Cereals, Instant Soups and Snacks, Baked Goods, Meat/Poultry, Others], By Packaging Type [Canned, Frozen or Chilled, Retort, Others], By Distribution Channel [Online; Offline-Supermarkets/Hypermarkets, Departmental Stores, Convenience Stores, Others], By End-user [Residential, Food Service, Institutional], By Region, Opportunities, and Forecast, 2016-2030F**

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## **Abstracts**

The United States Ready-To-Eat Food Market is projected to witness a CAGR of 4.02% during the forecast period 2023-2030 and reach from USD 46.26 billion in 2022 to USD 63.41 billion by 2030. Increasing consumer trends to choose healthy and organic food alternatives for their ready-to-eat meals, the popularity of plant-based and vegan diets tends to fuel the market demand for ready-to-eat food in the United States. Numerous businesses are responding to this by launching new products that are low in sugar, calories, and salt.

Several other factors also contribute to the increasing popularity of ready-to-eat food options. Busy schedules, the growing number of one-person households, and the widespread use of delivery and takeout services play a significant role in this trend. Some stores now specialize in offering prepared meals that can be consumed on the go, catering to individuals with hectic lifestyles. In today's fast-paced world, instant or easy-to-prepare snacks and ready meals have gained immense popularity, especially among working-class individuals, teenagers, hostel residents, and bachelors. These products offer convenience and simplicity, making them a preferred choice for quick and

satisfying meals.

Furthermore, the appeal of ready-to-eat food lies in its immediate consumption, making it a suitable option for those with busy lives. The convenience is further enhanced by the use of disposable packaging, which supports the on-the-go lifestyle of many consumers. Additionally, there is a growing concern about sustainable packaging with less plastic and waste. Brands are increasingly under pressure to develop more environmentally friendly products to meet consumers' expectations in this regard.

### Rising Demand for Healthy Ready-To-Eat Foods

A poor diet was once linked to undernutrition in the United States. In modern society, it is more frequently linked to excess, particularly excesses in calories, added sugars, saturated fats, sodium and trans fats. The American public's poor diets and sedentary lifestyles have contributed to high rates of obesity, overweight, and diet-related chronic diseases, such as cardiovascular disease (CVD), hypertension, dyslipidemia, type 2 diabetes, osteoporosis, and some types of cancer. Furthermore, the growing population of college graduates, working professionals, busy lives, and demanding schedules are all factors that have been identified as having an impact on the United States ready-to-eat food sector.

For instance, during the pandemic year, canned ready meals were highly popular. Since most students or bachelors were required to stay indoors, they satisfied their need for daily meals using these offered choices. Similarly, marketers are effortlessly offering nutritious items like 'Prepared Salads' that allow consumers to have a full supper without going against their dietary restrictions. Younger generations of customers are more concerned about the quality of food.

### Surge in Women Workforce

In the United States in 2022, the labour force participation rate for women stood at 56.8 percent. The number of employed women increased from the previous year, when there were 56.1 percent of them, and was almost back to pre-pandemic levels. In the years to come, the US ready-to-eat food industry is anticipated to grow, supported by reasons including the growing number of working women, increased expenses of employing domestic assistance, ease of meal preparation, and the demand for less cooking time. More people are leading busy lifestyles, and there is an increasing need for quick-to-prepare foods that are handy. As a result, ready-to-eat foods are in more demand since they provide busy people with a quick fix.

Additionally, the development of e-commerce has facilitated consumers' access to a wide range of prepared foods. The convenience and efficiency offered by ready-to-eat food products align well with the demands and time constraints of working women, making them a popular choice in the United States' culinary landscape. As the number of women in the workforce continues to increase, the demand for these convenient meal options will likely keep growing.

### Innovation Driving the Demand

Advancements in food technology, packaging, and culinary creativity have transformed the landscape of convenience foods. For instance, in October 2022, four new mealtime soups with distinct flavours, including Spicy Steak and Potato, Spicy Chicken Noodle, Spicy Sirloin Burger, and Spicy Chicken and Gumbo, were introduced by Campbell Soup Company. Companies are continuously developing new and exciting ready-to-eat options, offering a diverse array of flavours, cuisines, and dietary preferences to cater to the ever-changing consumer palate. The convenience and time-saving benefits of these products appeal to busy professionals, students, and families seeking quick and hassle-free meal solutions.

Additionally, innovation has led to healthier alternatives, focusing on using natural and organic ingredients, reducing preservatives, and offering more nutritional options. Advancements in sustainable and eco-friendly packaging further resonate with environment-conscious consumers. Moreover, the rise of online platforms and food delivery services has facilitated greater accessibility to ready-to-eat food products, contributing to the growing demand.

### Impact of COVID-19

On the basis of growing customer demand for cleanliness concerns to stop the virus's transmission, the escalating effects of COVID-19 are projected to add to the expansion of ready-to-eat food in the nation. However, consumer spending was constrained by the total lockdown in the nation, which impeded the expansion of the US ready-to-eat food sector in 2020. Ready-to-eat food is predicted to see significant sales growth by the year 2025 as the pandemic effect begins to recede due to shelf-piling dry food concerns in the nation and a reversal in the manufacturing cycle.

Because of the negative nutritional effects, obesity, and other health-related problems that are driving people to adopt a western-style diet, the ready-to-eat food market in the

United States is predicted to experience potential growth during the forecast period of 2023-2030F. The United States Ready to Eat Food market picked up steam in the latter part of 2020 as the virus's spread slowed.

### Key Players Landscape and Outlook

The Ready-To-Eat Food market in the United States is extremely competitive, with several players in the market, including Hormel Foods Corporation, Emergimeals, LLC, The Kraft Heinz Company and McCormick & Company, Inc. Investing in research and development (R&D) to enhance their product lines, these players face the risk of their market share and revenue growth being negatively affected if they fail to introduce innovative products in line with shifting consumer demands or if their competitors launch successful new products. In order to sustain expansion for important product lines, automate procedures, and maintain their manufacturing facilities, Hormel Foods Corporation has invested more than USD 1.5 billion in the previous eight years.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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