

Ready-to-Eat Foods Market Forecasts to 2030 – Global Analysis By Product Type (Ready Meals, Snacks & Savories, Breakfast & Bakery Products and Soups & Broths), Packaging Type (Frozen/Chilled Packaging, Canned Packaging, Retort Pouches, Trays and Other Packaging Types), Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Ready-to-Eat Foods Market is accounted for \$198.7 billion in 2024 and is expected to reach \$359.7 billion by 2030 growing at a CAGR of 10.4% during the forecast period. Food items that are prepared and packaged for immediate consumption without the need for additional cooking or lengthy preparation are known as ready-to-eat (RTE) foods. These foods frequently have a longer shelf life because they have been processed to ensure safety. RTE options provide convenience for customers looking for quick and simple meal solutions, ranging from fully cooked meals and snacks to pre-cut salads and sandwiches.

According to UN estimates, food demand will rise by 70-100% by 2050.

Market Dynamics:

Driver:

Rising urbanization

Urbanization significantly drives the ready-to-eat (RTE) foods market by reshaping food consumption patterns. With more people living in cities, there is a growing demand for

convenient and time-saving meal solutions. Urban lifestyles, characterized by dual-income households and busy schedules, encourage reliance on RTE foods for their ease of preparation and availability. Additionally, urban consumers often have higher disposable incomes, enabling them to afford premium RTE products. This shift toward convenience aligns with changing dietary preferences, further accelerating the market's growth.

Restraint:

Limited shelf life of certain products

Perishable items are susceptible to spoilage and contamination, requiring advanced preservation techniques and cold chain logistics. This not only increases costs but also limits distribution reach in regions with inadequate infrastructure. Additionally, consumer concerns about preservatives and additives used to extend shelf life can hinder demand for certain RTE products.

Opportunity:

Demand for plant-based and vegan RTE foods

Consumers increasingly seek healthier, sustainable options, driving demand for vegan and plant-based ready meals. These products cater to flexitarians, vegetarians, and vegans while addressing environmental concerns associated with animal agriculture. Innovations in plant-based ingredients, such as meat substitutes and dairy-free alternatives, enhance the appeal of RTE offerings. As awareness of health benefits grows, manufacturers can capitalize on this trend by expanding their portfolios to include diverse plant-based options.

Threat:

Health concerns

Health concerns related to high levels of salt, sugar, and unhealthy fats in some RTE foods threaten market growth. Frequent consumption of such products can contribute to obesity, hypertension, and other lifestyle diseases. Additionally, the perception that RTE foods lack essential nutrients may deter health-conscious consumers. These concerns compel manufacturers to reformulate products with cleaner labels and healthier ingredients. Failure to address these issues could lead to declining consumer trust and

stricter regulatory scrutiny.

Covid-19 Impact:

The COVID-19 pandemic boosted the RTE foods market as lockdowns increased demand for convenient meal solutions. With restaurants closed and consumers avoiding grocery stores due to safety concerns, packaged RTE meals became a preferred choice. Online retail channels also gained traction as consumers shifted to e-commerce platforms for food purchases. Despite initial supply chain disruptions, the pandemic underscored the importance of RTE foods in meeting evolving consumer needs during crises.

The ready meals segment is expected to be the largest during the forecast period

The ready meals segment is expected to account for the largest market share during the forecast period due to its convenience and wide variety of options catering to diverse tastes. These pre-cooked meals require minimal preparation time, making them ideal for busy consumers. The segment benefits from innovations in packaging that enhance freshness and shelf life while offering healthier formulations with reduced sodium and fat content. As demand for quick yet nutritious meal solutions grows among working professionals and students, the ready meals segment continues to maintain its leading position.

The online retail segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online retail segment is predicted to witness the highest growth rate due to increasing consumer preference for e-commerce platforms. Online channels offer convenience through home delivery services and a wide range of RTE food options that cater to diverse dietary needs. The pandemic accelerated this trend as consumers embraced contactless shopping methods. Investments in digital marketing and user-friendly apps further enhance the growth potential of this segment by improving accessibility and customer engagement.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share due to its well-established infrastructure for frozen and chilled food distribution. The region's high purchasing power supports demand for premium RTE products that

cater to diverse dietary preferences, including organic and plant-based options. Additionally, Europe's aging population drives consumption of convenient meal solutions tailored for single households or smaller portions. Innovations in sustainable packaging further align with consumer preferences for eco-friendly products, solidifying Europe's dominance in this market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by urbanization, rising disposable incomes, and changing lifestyles among its large working population. The increasing adoption of Western diets fuels demand for frozen meals, snacks, and other RTE options across countries like China and India. E-commerce expansion further accelerates growth as consumers embrace online platforms for purchasing convenience foods. With advancements in cold chain logistics supporting product availability across rural areas, Asia Pacific emerges as a key growth region for RTE foods.

Key players in the market

Some of the key players in Ready-to-Eat Foods Market include Nestle S.A., Nomad Foods Limited, Conagra Brands, Inc., General Mills, Inc., McCain Foods Limited, The Kraft Heinz Company, Campbell Soup Company, Dr. August Oetker KG, Tyson Foods, Inc., Unilever PLC, Bakkavor Group plc, Premier Foods Group Limited, Amy's Kitchen, Inc., Greencore Group plc, Orkla ASA, JBS S.A., Ajinomoto Co., Inc. and Hearthside Food Solutions LLC.

Key Developments:

In December 2024, Iconic cereal brand Cheerios is expanding its portfolio of flavors to introduce a new protein cereal offering to its lineup — Cheerios Protein. With 8 grams of protein per serving, this new Cheerios innovation is answering the call of consumers craving more options with protein.

In October 2024, Conagra Brands, Inc., one of North America's leading branded food companies, is ready for the neon lights of Las Vegas and the 2024 National Association of Convenience Stores (NACS) Show. Featuring a \$3.2 billion snacks portfolio, Conagra's offerings are a sure bet, with industry-leading meat snacks, sunflower seeds and bagged salty snacks.

In May 2024, Nestle is introducing Vital Pursuit, a new line of foods intended to be a companion for GLP-1 weight loss medication users and consumers focused on weight management in the US. The products are high in protein, a good source of fiber, contain essential nutrients, and they are portion-aligned to a weight loss medication user's appetite. The new line is also well-suited to support a balanced diet for anyone on a weight management journey. Vital Pursuit is the first food brand from Nestle intended for GLP-1 users with the goal of complementing the eating habits of millions of Americans who are currently prescribed a weight loss medication or actively working to manage their weight.

Product Types Covered:

Ready Meals

Snacks & Savories

Breakfast & Bakery Products

Soups & Broths

Packaging Types Covered:

Frozen/Chilled Packaging

Canned Packaging

Retort Pouches

Trays

Other Packaging Types

Distribution Channels Covered:

Supermarkets/Hypermarkets

Convenience Stores

Online Retail

Specialty Food Retailers

End Users Covered:

Residential Consumers

Transportation Sector

Hospitality

Institutional

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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