

Ready Meals Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Frozen, Chilled, Canned, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Meal Type (Vegetarian, Non-vegetarian), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

Global Ready Meals Market was valued at USD 91.07 billion in 2024 and is expected to grow to USD 109.36 billion by 2030 with a CAGR of 3.15% during the forecast period. The global ready meals market is witnessing robust growth, driven by increasing consumer preference for convenient, time-saving food options amid fast-paced lifestyles. Urbanization, rising disposable incomes, and the growing number of working individuals are boosting demand for ready-to-eat, ready-to-cook, and frozen meals. Manufacturers are focusing on improving nutritional profiles, clean labeling, and diverse product offerings to cater to evolving consumer preferences, including vegan, gluten-free, and organic options. Technological advancements in packaging and preservation techniques are enhancing shelf life and product safety. Additionally, the expansion of e-commerce and retail channels is further fueling market accessibility and growth across developed and emerging regions.

Key Market Drivers

Rising Demand for Convenience and Time-Saving Solutions

One of the most significant drivers of the global ready meals market is the increasing

consumer demand for convenience. As modern lifestyles become increasingly hectic, particularly in urban centers, consumers are seeking time-efficient food solutions that do not compromise on taste or quality. The surge in dual-income households, longer working hours, and a decline in home cooking skills have further contributed to the popularity of ready meals. These products offer a practical alternative to cooking from scratch, providing a quick, easy-to-prepare solution for breakfast, lunch, or dinner. Ready meals whether frozen, chilled, or shelf-stable require minimal preparation, often involving just heating before consumption. This convenience factor strongly resonates with millennials, Gen Z, and busy professionals who prioritize ease and speed in meal preparation. According to a 2024 study, over 83% of U.S. consumers reported consuming frozen or ready-to-eat meals weekly to save time and simplify meal planning.

Key Market Challenges

Health and Nutrition Concerns

Despite the growing popularity of ready meals, health and nutrition remain a major challenge for the market. Consumers are increasingly aware of the potential health risks associated with processed foods, including high levels of sodium, saturated fats, preservatives, and artificial additives. Many traditional ready meals are perceived as being unhealthy, contributing to issues like obesity, hypertension, and heart disease. This negative perception creates a barrier to market growth, especially among health-conscious consumers who prioritize fresh, minimally processed meals.

While there has been a push towards reformulating ready meals to make them healthier, maintaining taste, texture, and shelf life while reducing unhealthy ingredients is complex and costly. Additionally, clean-label requirements such as the removal of synthetic additives, artificial colors, and flavor enhancers are putting pressure on manufacturers to invest in new recipes and ingredient sourcing. These changes must also comply with stringent food regulations across various regions, adding further complexity and expense.

Key Market Trends

Rise of Health-Conscious and Clean-Label Ready Meals

One of the most significant trends transforming the global ready meals market is the growing consumer preference for healthier, clean-label products. As awareness of diet-

related health issues increases, consumers are scrutinizing ingredient lists more closely. This trend is driving demand for ready meals that are free from artificial preservatives, colors, and additives, and instead made with natural, whole-food ingredients. According to 2024 Clean Label Consumer Study, over 75% of global consumers prefer ready meals with simple, recognizable ingredients and no artificial additives, highlighting strong momentum for clean-label innovation.

Manufacturers are responding by reformulating existing products or introducing new lines that emphasize low sodium, low sugar, reduced fat, high protein, and fiber-rich content. In addition, there's a growing popularity of ready meals that cater to specific dietary needs, including gluten-free, dairy-free, keto, paleo, low-carb, and organic options. Clean-label transparency also means including fewer but more recognizable ingredients, often with clear front-of-pack labeling. This health-focused trend is not only reshaping the product landscape but also positioning premium, better-for-you options as key growth drivers within the market.

Key Market Players

Nestle S.A.

Conagra Brands Inc.

The Kraft Heinz Company

Nomad Foods Limited

Tyson Foods Inc.

Unilever PLC

Hormel Foods Corporation

Mars, Incorporated

Campbell Soup Company

Ajinomoto Co., Inc.

Report Scope:

In this report, the Global Ready Meals Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Ready Meals Market, By Product Type:

Frozen

Chilled

Canned

Others

Ready Meals Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Ready Meals Market, By Meal Type:

Vegetarian

Non-vegetarian

Ready Meals Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Ready Meals Market.

Available Customizations:

Global Ready Meals Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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