

United States Packaged Salads Market, By Product (Vegetarian, Non-Vegetarian), By Type (Packaged Greens, Packaged Kits), By Distribution Channel (Offline, Online), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The United States packaged salads market was valued at USD 6.52 billion in 2024 and is expected to reach USD 7.70 billion by 2030, growing at a CAGR of 2.8% during the forecast period. This growth is driven by the rising demand for convenient, nutritious, and ready-to-eat meal solutions. As consumers increasingly adopt healthier lifestyles, packaged salads have emerged as a preferred choice for quick meals and snacks. The availability of pre-washed, pre-cut vegetables and protein-rich add-ons meets both time-saving and dietary needs, making these products especially popular among working professionals, students, and health-conscious individuals.

Key Market Drivers

Increasing Demand for Convenience and Healthy Eating Options

The rising inclination toward convenient and nutritious food choices is a key driver of the U.S. packaged salads market. Consumers with busy schedules are seeking ready-to-eat solutions that offer health benefits without the need for meal preparation. Packaged salads cater to this need by providing a quick, nutritious option enriched with fresh vegetables and protein additions such as grilled chicken or plant-based alternatives. According to recent data, 73% of U.S. consumers purchase packaged salads for convenience, while 55% prioritize health benefits. Additionally, the growing popularity of

clean-label and organic salads is further stimulating demand as consumers opt for minimally processed, preservative-free food products.

Key Market Challenges

Short Shelf Life and Perishability of Fresh Produce

A critical challenge in the packaged salads market is the limited shelf life of fresh produce, which is prone to spoilage and quality degradation. The absence of artificial preservatives, combined with the delicate nature of leafy greens, makes these products highly perishable. Maintaining product freshness across the supply chain requires robust cold chain logistics, increasing operational complexity and costs. Even with advancements such as modified atmosphere packaging (MAP), retailers often experience elevated levels of waste due to unsold expired products. This issue discourages bulk buying among consumers and requires ongoing investment in preservation and logistics innovation to minimize spoilage and waste.

Key Market Trends

Rise of Organic and Clean-Label Products

A major trend shaping the U.S. packaged salads market is the growing consumer demand for organic and clean-label offerings. Health-focused buyers are paying closer attention to product ingredients, favoring salads made without artificial preservatives, pesticides, or synthetic chemicals. This has driven growth in organic packaged salads as consumers become more concerned about food safety, sustainability, and nutritional quality. Manufacturers are adapting by securing organic certifications, using non-GMO ingredients, and emphasizing transparency in sourcing. Furthermore, clean-label claims and minimal processing have become key differentiators, particularly among millennial and Gen Z consumers who value natural, wholesome food choices.

Key Market Players

BrightFarms, Inc.

Dole Food Company, Inc.

Earthbound Farm

Eat Smart (Curation Foods)

Missionero

Gotham Greens Holdings, PBC

Mann Packaging Co., Inc.

Bonduelle

Fresh Express, Inc.

VegPro Intenational, Inc.

Report Scope:

In this report, the United States packaged salads market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Packaged Salads Market, By Product:

Vegetarian

Non-Vegetarian

United States Packaged Salads Market, By Type:

Packaged Greens

Packaged Kits

United States Packaged Salads Market, By Distribution Channel:

Online

Offline

United States Packaged Salads Market, By Region:

South

Midwest

West

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States packaged salads market.

Available Customizations:

United States packaged salads 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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