

# **Asia Pacific Frozen Entrée Market Forecast to 2030 - Regional Analysis- by Type [Meat-Based Entrees and Plant-Based Entrees (Plant-Based Meat Entrees, Sweet Potato Entrees, Vegetable Entrees, and Others)], Category (Organic and Conventional), and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others).**

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## **Abstracts**

The Asia Pacific frozen entrée market is expected to grow from US\$ 7,717.61 million in 2022 to US\$ 12,261.02 million by 2030. It is estimated to grow at a CAGR of 6.0% from 2022 to 2030.

Growing Consumption of Convenience Foods and Flourishing E-Commerce Industry Fuel the Asia Pacific Frozen Entrée Market

The surge in the consumption of high-quality convenience food owing to changing lifestyles is one of the biggest trends in the food industry. Convenience foods, such as frozen snacks, frozen meals, frozen entrée, and ready-to-eat products, allow consumers to save time and effort associated with ingredient shopping, meal preparation, cooking, consumption, and post-meal cleaning activities. The development and popularity of these food items are ascribed to many social changes; the most notable of these, are the increasing number of smaller households and the rising millennial population worldwide. Due to hectic work schedules, millennials prefer quick and easy meals without compromising on taste and nutrition. These factors are significantly promoting the demand for convenience food among consumers, thereby propelling the Asia Pacific Frozen Entrée Market growth.

In recent decades, the participation of women in workforces has tremendously increased in different countries.

## Asia Pacific Frozen Entrée Market Overview

The Asia Pacific frozen entrée market is segmented into China, India, Australia, Japan, South Korea, and the Rest of Asia Pacific. The frozen entrée market in Asia Pacific is rapidly advancing with the growing consumption of convenience food products such as frozen meals. The rising disposable income levels of consumers and the growth of the middle-class population are among the key factors driving the consumption of frozen entrée in the region. The demand for frozen entrée has significantly increased in the region as they are affordable, readily available, convenient, and easy-to-prepare meals. Furthermore, the growth of modern retail distribution platforms, including supermarkets & hypermarkets, convenience stores, and online grocery platforms, has widened the availability and accessibility of frozen entrées to consumers across the region.

Frozen entrée manufacturers are expanding their operations across the Asia Pacific due to a potential customer base, cheap labor, and good manufacturing facilities. Companies such as Conagra Brands, Inc and Tyson Foods, Inc are actively operating in the Asia Pacific Frozen Entrée Market in the region and are unveiling new products. In June 2021, Tyson Foods, Inc. launched the frozen entrée category in Asia Pacific and expanded its roots. The firm also reported that retail sale of the plant-based products category in Asia Pacific gained US\$ 16.3 billion in 2020 and is anticipated to surpass US\$ 20 billion by 2025. Thus, all the aforementioned factors are expected to boost the Asia Pacific Frozen Entrée Market growth.

## Asia Pacific Frozen Entrée Market Revenue and Forecast to 2030 (US\$ Million)

### Asia Pacific Frozen Entrée Market Segmentation

The Asia Pacific frozen entrée market is segmented into type, category, distribution channel, and country.

Based on type, the Asia Pacific frozen entrée market is bifurcated into meat based entrées and plant-based entrées. The plant-based entrées segment is further categorized into sweet potato entrées, plant-based meat entrées, vegetable entrées, and other plant-based entrées. The meat-based entrées segment held a largest share of the Asia Pacific frozen entrée market in 2022.

Based on category, the Asia Pacific frozen entr?e market is segmented into organic and conventional. The conventional segment held the larger share of the Asia Pacific frozen entr?e market in 2022.

Based on distribution channel, the Asia Pacific frozen entr?e market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The supermarkets and hypermarkets segment held the largest share of the Asia Pacific frozen entr?e market in 2022.

Based on country, the Asia Pacific frozen entr?e market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the Asia Pacific frozen entr?e market in 2022.

Impossible Foods Inc, Kellogg Co, Conagra Brands Inc, Nestle SA, Del Monte Foods Inc, Mars Inc, and Amy's Kitchen Inc are some of the leading companies operating in the Asia Pacific frozen entr?e market.

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