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Asia Pacific Frozen Vegetables Market Forecast to 2031 - Regional Analysis - by Type (Corn Cob, Corn Kernels/Sweet Corn, Green Peas, Baby Corn, Carrot, Cauliflower, Green Beans, Spinach, Broccoli, Onions, Brussel Sprouts, Mixed Vegetables, and Others), Category (Organic and Conventional), and End User (Food Processing, Food Retail, and Foodservice)

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Abstracts

The Asia Pacific frozen vegetables market was valued at US$ 9,716.68 million in 2023 and is expected to reach US$ 14,754.46 million by 2031; it is estimated to register a CAGR of 5.4% from 2023 to 2031.

Upsurge in Demand for Organic Food Products Drive Asia Pacific Frozen Vegetables Market

Consumers are increasingly prioritizing organic food products, including organic frozen vegetables, owing to the growing awareness regarding the adverse impact of conventional farming practices on the environment and rising concerns about pesticide residues in food products. Consumers perceive organic products as healthier, safer, and more environmentally sustainable food options. As a result, manufacturers and retailers are expanding their organic product offerings and investing in sourcing organic ingredients to cater to the growing consumer demand. Consumers are becoming increasingly aware of organic produce's health benefits and are seeking organic options as part of their dietary preferences.

Growing interest in sustainable farming practices and rising support for local farmers who produce organic vegetables are a few factors that impact the demand for organic

frozen vegetables across the globe, especially in developed countries. As a result, manufacturers are introducing organic frozen vegetables sourced from certified organic farms to cater to consumers' demand for healthier and environmentally friendly food choices. This indicates a broader global movement toward organic agriculture and sustainable food systems, with consumers increasingly consuming organic options such as frozen organic vegetables.

The growing consumer demand for organic products can increase sales and market share, but it also requires investment in organic certification, sourcing, and production processes. Companies must comply with strict organic standards and maintain transparency and traceability throughout the supply chain to retain consumer trust. Further, as the scope of organic food products continues to evolve, there is a need for innovation in product offerings, packaging, and marketing strategies to differentiate organic frozen vegetables and capitalize on this growing trend. Thus, the rising demand for organic food products is expected to create a significant opportunity for companies operating in the frozen vegetables market during the forecast period.

Asia Pacific Frozen Vegetables Market Overview

In recent years, consumer demand for frozen food has increased in Asia Pacific. China, India, Japan, and a few countries in Southeast Asia are witnessing growing demand for frozen vegetables as consumers seek healthy meal options. The expansion of e-commerce platforms and improved cold chain logistics have also made the products widely accessible. In China, the demand for ready-to-eat foods, such as canned foods, frozen and refrigerated foods, and meal kits or prepared dishes, has increased. Such products are supplied to corporate cafes, schools, and other commercial and institutional consumers in the country. Key market players are diversifying their frozen vegetable portfolio, catering to evolving consumer tastes and rising demand across the foodservice sector. The Federation of Hotel and Restaurant Associations of India revealed that the HORECA industry is expected to grow by 6% from 2022 to 2023, accounting for US$ 4.16 billion. The government support and funding for the food processing sector and investments in infrastructure play a significant role in driving the market. In India, the government invests in building long-term cold storage and distribution hubs of up to 5,000 MT capacity under the Mission for Integrated Development of Horticulture scheme. It includes credit-linked subsidies, amounting to 35% of the capital cost of the project or 50% in northeast and hilly areas. Thus, the market is expanding rapidly, supported by changing lifestyles, technological advancements, and increased consumer awareness in Asia Pacific.

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Asia Pacific Frozen Vegetables Market Revenue and Forecast to 2031 (US$ Million)

Asia Pacific Frozen Vegetables Market Segmentation

The Asia Pacific frozen vegetables market is categorized into type, category, end user, and country.

By type, the Asia Pacific frozen vegetables market is segmented into corn cob, corn kernels/sweet corn, green peas, baby corn, carrot, cauliflower, green beans, spinach, broccoli, onions, brussel sprouts, mixed vegetables, and others. The others segment held the largest share of the Asia Pacific frozen vegetables market share in 2023.

In terms of category, the Asia Pacific frozen vegetables market is bifurcated into organic and conventional. The conventional segment held a larger share of the Asia Pacific frozen vegetables market share in 2023.

Based on end user, the Asia Pacific frozen vegetables market is segmented into food processing, food retail, and food service. The food retail segment held the largest share of the Asia Pacific frozen vegetables market share in 2023.

Based on country, the Asia Pacific frozen vegetables market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. China segment held the largest share of Asia Pacific frozen vegetables market in 2023.

Alasko Food Inc.; Ardo Foods NV; B&G Foods; Bonduelle SA; Dawtona Frozen; General Mills Inc; Goya Foods Inc; Grupo Virto; Hanover Foods; La Fe Foods; McCain Foods Ltd; Mondial Foods BV; Mother Dairy Fruit & Vegetable Pvt. Ltd; Seneca Foods Corp; and Simplot Global Food are some of the leading companies operating in the Asia Pacific frozen vegetables market.

Reason to buy

- Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Asia Pacific frozen vegetables market.

- Highlights key business priorities to assist companies to realign their business strategies.

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The key findings and recommendations highlight crucial progressive industry trends in the Asia Pacific frozen vegetables market , thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Asia Pacific market trends and outlook coupled with the factors driving the Asia Pacific frozen vegetables market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - Asia Pacific Frozen Vegetables Market

Alasko Food Inc.

Ardo Foods NV

B&G Foods

Bonduelle SA

Dawtona Frozen

General Mills Inc

Goya Foods Inc

Grupo Virto

Hanover Foods

La Fe Foods

McCain Foods Ltd

Mondial Foods BV

Mother Dairy Fruit & Vegetable Pvt. Ltd

Seneca Foods Corp

Simplot Global Food

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