

# **Europe Frozen Waffle Market Forecast to 2030– Regional Analysis – by Type (Flavored and Unflavored/Plain), Category (Gluten-free and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)**

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## **Abstracts**

The Europe frozen waffle market is expected to grow from US\$ 829.72 million in 2023 to US\$ 1,221.48 million by 2030. It is estimated to grow at a CAGR of 5.7% from 2023 to 2030.

### **Surging Demand for Frozen and Convenience Food in Europe Frozen Waffles Market**

Over the past few years, the lifestyle of people globally evolved dramatically. Due to hectic work schedules, people are looking for products that save time and effort. Consumers prefer ready-to-eat, microwavable, and ready-to-prepare food products as they are highly suitable for on-the-go consumption and require minimal preparation time. These factors are significantly boosting the demand for convenience food among consumers. Moreover, the increasing women's population, high per capita income, and rising middle-class population are key factors driving the growth of convenience food consumption regionally.

The number of single or two-person households is growing in various developed nations such as the US, Canada, and some European countries such as the UK and Germany. Frozen breakfast products such as pancakes, waffles, and breakfast cereals are gaining massive traction among consumers owing to the convenience of these products related to preparation and consumption. Thus, the rising demand for convenience food and

frozen food products is driving the growth of the frozen waffles market.

## Europe Frozen Waffle Market Overview

Countries considered for the frozen waffles market in Europe comprise Germany, France, Italy, the UK, Russia, and the Rest of Europe. Frozen waffles balance health and taste in the frozen breakfast space. Europe is one of the significant markets for frozen food owing to its busy lifestyle and growing desire to consume healthy food that is affordable, tasty, and ready to cook. According to the survey of Eurostat, 57% of people aged 16-74 participated in social networks in 2022 in the last three months before the survey, up by 3% compared to 2019. Most consumers in Europe use social networking sites such as Facebook, Twitter, and Instagram, while vendors predominantly use digital media to market their products. As a result, manufacturers utilize these platforms to attract customers by posting promotional offers and photographs of frozen waffles, which attract customers and drive market growth in the region.

Moreover, the rise in the number of health-conscious consumers who prefer healthy food options and inclination toward a healthy lifestyle has influenced the manufacturers to focus on innovation, contributing to the frozen waffles market growth in the region.

## Europe Frozen Waffle Market Revenue and Forecast to 2030 (US\$ Million)

### Europe Frozen Waffle Market Segmentation

The Europe frozen waffle market is segmented into type, category, and distribution channel, and country.

Based on type, the Europe frozen waffle market is segmented into flavored and unflavored/plain. The flavored segment held a larger share of the Europe frozen waffle market in 2023.

Based on end category, the Europe frozen waffle market is segmented into gluten free and conventional. The conventional segment held the largest share of the Europe frozen waffle market in 2023.

Based on distribution channel, the Europe frozen waffle market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The supermarkets and hypermarkets segment held the largest share of the Europe frozen

waffle market in 2023.

Based on country, the Europe frozen waffle market is segmented into the Germany, France, UK, Italy, Russia, and the Rest of Europe. The UK dominated the share of the Europe frozen waffle market in 2023.

AVIETA S.A., Dely Wafels SRL, Kellogg's Company, and Deligout Sprl are some of the leading companies operating in the Europe frozen waffles market.

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