

Europe and Asia Pacific Packaged Mac and Cheese Market Size and Forecasts (2020 - 2030), Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Pasta Source (Wheat, Rice, and Others), Category (Conventional and Gluten-Free), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The Europe and Asia Pacific packaged mac and cheese market size was valued at US\$ 2.75 billion in 2022 and is projected to reach US\$ 4.01 billion by 2030; it is expected to register a CAGR of 4.8% from 2022 to 2030.

Packaged mac and cheese manufacturers in Europe and APAC invest significantly in strategic developments such as product launches and product developments to attract consumers and enhance their market position. In May 2023, The Kraft Heinz Company announced the launch of Kraft Mac & Cheese Deluxe Frozen. The product is available at retail stores in original cheddar and four cheese versions. The launch was aimed to cater to the growing demand for frozen mac and cheese products. In addition, consumer's demand for packaged mac and cheese with different flavors has surged in recent years. Thus, manufacturers are investing in innovative products to meet consumer demand. For instance, in August 2023, Tillamook County Creamery Association (TCCA) announced the launch of frozen macaroni & cheese and pizza to its growing product line. The Tillamook mac and cheese is launched in three flavors—classic cheddar, sharp cheddar and uncured bacon, and cheddar and hatch chile.

In recent years, there has been a notable surge in innovation in the packaged mac and cheese industry, driven by a desire to enhance user experience, improve sustainability, and cater to evolving consumer preferences. In addition, sustainability concerns have spurred the advancement of eco-friendly mac and cheese packaging. Companies increasingly explore biodegradable and recyclable materials to reduce environmental impact. In January 2021, The Kraft Heinz Company announced the development of a new recyclable cup packaging innovation. The innovation aligned with the company's aim to make 100% reusable, recyclable, or compostable packaging by 2025. Such initiatives align with sustainability goals and appeal to a growing market segment that values environmentally friendly practices among consumers.

The growing awareness about gluten sensitivity and celiac diseases in Europe and Asia Pacific propels the demand for gluten-free packaged mac and cheese. As more individuals adopt gluten-free diets by necessity or choice, the manufacturers offer consumers healthy alternatives. Young consumers highly prefer gluten-free packaged mac and cheese, owing to a surge in health consciousness among them. Gluten-free mac and cheese products provide a safe and enjoyable option for those who must adhere to the gluten-free lifestyle, allowing them to indulge in classic comfort food without compromising their dietary needs.

Kabuto Foods Ltd, Symington's Ltd, San Remo Macaroni Co Pty Ltd, Healthy Kids Ltd, TGK Brand Ltd, The Kraft Heinz Co, Nestle SA, General Mills Inc, Gooder Foods Inc, and Amy's Kitchen Inc are the key players operating in the Europe and Asia Pacific packaged mac and cheese market. These market players are focusing on providing high-quality, innovative products to fulfill customers' demands and increase their Europe and Asia Pacific packaged mac and cheese market share.

The overall Europe and Asia Pacific packaged mac and cheese market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information about the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights into the topic. Participants in this process include industry experts, such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants, such as valuation experts, research analysts, and key opinion leaders, specializing in the Europe and Asia Pacific packaged mac and cheese market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Market Insights

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research
- 3.4 Limitations and Assumptions

4. EUROPE AND ASIA PACIFIC PACKAGED MAC AND CHEESE MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers:
 - 4.3.2 Manufacturers:
 - 4.3.3 Packaging:
 - 4.3.4 Distribution Channel
- 4.4 List of Vendors
- 4.5 Consumer Taste and Preferences – Qualitative Analysis

5. EUROPE AND ASIA PACIFIC PACKAGED MAC AND CHEESE MARKET - KEY INDUSTRY DYNAMICS

5.1 Market Drivers

5.1.1 Rising Preference for Convenience Food Products

5.1.2 Strategic Initiatives by Key Market Players

5.2 Market Restraint

5.2.1 Presence of Toxic Chemical Residues in Packaged Mac and Cheese

5.3 Market Opportunities

5.3.1 Innovations in Packaging Technology

5.4 Future Trends

5.4.1 Rising Demand for Gluten-Free Mac and Cheese Products

5.5 Impact of Drivers and Restraints:

6. PACKAGED MAC AND CHEESE MARKET - EUROPE AND ASIA PACIFIC MARKET ANALYSIS

6.1 Europe and Asia Pacific Packaged Mac and Cheese Market Revenue (US\$ Million), 2020 – 2030

6.2 Europe and Asia Pacific Packaged Mac and Cheese Market Volume (Thousand Units), 2020 – 2030

6.3 Europe and Asia Pacific Packaged Mac and Cheese Market Forecast and Analysis

7. EUROPE AND ASIA PACIFIC PACKAGED MAC AND CHEESE MARKET ANALYSIS – PASTA SOURCE

7.1 Wheat

7.1.1 Overview

7.1.2 Wheat Market Revenue and Forecast to 2030 (US\$ Million)

7.1.3 Wheat Market Volume and Forecast to 2030 (Thousand Units)

7.2 Rice

7.2.1 Overview

7.2.2 Rice Market Revenue and Forecast to 2030 (US\$ Million)

7.2.3 Rice Market Volume and Forecast to 2030 (Thousand Units)

7.3 Others

7.3.1 Overview

7.3.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

7.3.3 Others Market Volume and Forecast to 2030 (Thousand Units)

8. EUROPE AND ASIA PACIFIC PACKAGED MAC AND CHEESE MARKET ANALYSIS – CATEGORY

8.1 Gluten-Free

8.1.1 Overview

8.1.2 Gluten-Free Market Revenue, and Forecast to 2030 (US\$ Million)

8.2 Conventional

8.2.1 Overview

8.2.2 Conventional Market Revenue, and Forecast to 2030 (US\$ Million)

9. EUROPE AND ASIA PACIFIC PACKAGED MAC AND CHEESE MARKET ANALYSIS – DISTRIBUTION CHANNEL

9.1 Supermarkets and Hypermarkets

9.1.1 Overview

9.1.2 Supermarkets and Hypermarkets Market Revenue, and Forecast to 2030 (US\$ Million)

9.2 Convenience Stores

9.2.1 Overview

9.2.2 Convenience Stores Market Revenue, and Forecast to 2030 (US\$ Million)

9.3 Online Retail

9.3.1 Overview

9.3.2 Online Retail Market Revenue, and Forecast to 2030 (US\$ Million)

9.4 Others

9.4.1 Overview

9.4.2 Others Market Revenue, and Forecast to 2030 (US\$ Million)

10. EUROPE AND ASIA PACIFIC PACKAGED MAC AND CHEESE MARKET - GEOGRAPHICAL ANALYSIS

10.1 Europe

10.1.1 Europe Packaged Mac and Cheese Market Overview

10.1.2 Europe Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.3 Europe Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.1.4 Europe Packaged Mac and Cheese Market Breakdown by Pasta Source

10.1.4.1 Europe Packaged Mac and Cheese Market Revenue and Forecasts and Analysis - By Pasta Source

10.1.4.2 Europe Packaged Mac and Cheese Market Volume and Forecasts and Analysis - By Pasta Source

10.1.5 Europe Packaged Mac and Cheese Market Breakdown by Category

10.1.5.1 Europe Packaged Mac and Cheese Market Revenue and Forecasts and Analysis - By Category

10.1.6 Europe Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.1.6.1 Europe Packaged Mac and Cheese Market Revenue and Forecasts and Analysis - By Distribution Channel

10.1.7 Europe Packaged Mac and Cheese Market Revenue and Forecasts and Analysis - By Countries

10.1.7.1 Europe Packaged Mac and Cheese Market Breakdown by Country

10.1.7.2 Germany Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.7.3 Germany Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.1.7.3.1 Germany Packaged Mac and Cheese Market Breakdown by Pasta Source

10.1.7.3.2 Germany Packaged Mac and Cheese Market Breakdown by Category

10.1.7.3.3 Germany Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.1.7.4 UK Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.7.5 UK Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.1.7.5.1 UK Packaged Mac and Cheese Market Breakdown by Pasta Source

10.1.7.5.2 UK Packaged Mac and Cheese Market Breakdown by Category

10.1.7.5.3 UK Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.1.7.6 France Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.7.7 France Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.1.7.7.1 France Packaged Mac and Cheese Market Breakdown by Pasta Source

10.1.7.7.2 France Packaged Mac and Cheese Market Breakdown by Category

10.1.7.7.3 France Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.1.7.8 Italy Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.7.9 Italy Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.1.7.9.1 Italy Packaged Mac and Cheese Market Breakdown by Pasta Source

10.1.7.9.2 Italy Packaged Mac and Cheese Market Breakdown by Category

10.1.7.9.3 Italy Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.1.7.10 Spain Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.7.11 Spain Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.1.7.11.1 Spain Packaged Mac and Cheese Market Breakdown by Pasta Source

10.1.7.11.2 Spain Packaged Mac and Cheese Market Breakdown by Category

10.1.7.11.3 Spain Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.1.7.12 Rest of Europe Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.7.13 Rest of Europe Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.1.7.13.1 Rest of Europe Packaged Mac and Cheese Market Breakdown by Pasta Source

10.1.7.13.2 Rest of Europe Packaged Mac and Cheese Market Breakdown by Category

10.1.7.13.3 Rest of Europe Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.2 Asia Pacific

10.2.1 Asia Pacific Packaged Mac and Cheese Market Overview

10.2.2 Asia Pacific Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.2.3 Asia Pacific Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.2.4 Asia Pacific Packaged Mac and Cheese Market Breakdown by Pasta Source

10.2.4.1 Asia Pacific Packaged Mac and Cheese Market Revenue and Forecasts and Analysis - By Pasta Source

10.2.4.2 Asia Pacific Packaged Mac and Cheese Market Volume and Forecasts and Analysis - By Pasta Source

10.2.5 Asia Pacific Packaged Mac and Cheese Market Breakdown by Category

10.2.5.1 Asia Pacific Packaged Mac and Cheese Market Revenue and Forecasts and Analysis - By Category

10.2.6 Asia Pacific Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.2.6.1 Asia Pacific Packaged Mac and Cheese Market Revenue and Forecasts and Analysis - By Distribution Channel

10.2.7 Asia Pacific Packaged Mac and Cheese Market Revenue and Forecasts and

Analysis - By Countries

10.2.7.1 Asia Pacific Packaged Mac and Cheese Market Breakdown by Country

10.2.7.2 China Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.2.7.3 China Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.2.7.3.1 China Packaged Mac and Cheese Market Breakdown by Pasta Source

10.2.7.3.2 China Packaged Mac and Cheese Market Breakdown by Category

10.2.7.3.3 China Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.2.7.4 Japan Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.2.7.5 Japan Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.2.7.5.1 Japan Packaged Mac and Cheese Market Breakdown by Pasta Source

10.2.7.5.2 Japan Packaged Mac and Cheese Market Breakdown by Category

10.2.7.5.3 Japan Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.2.7.6 India Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.2.7.7 India Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.2.7.7.1 India Packaged Mac and Cheese Market Breakdown by Pasta Source

10.2.7.7.2 India Packaged Mac and Cheese Market Breakdown by Category

10.2.7.7.3 India Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.2.7.8 Australia Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.2.7.9 Australia Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.2.7.9.1 Australia Packaged Mac and Cheese Market Breakdown by Pasta Source

10.2.7.9.2 Australia Packaged Mac and Cheese Market Breakdown by Category

10.2.7.9.3 Australia Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.2.7.10 South Korea Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.2.7.11 South Korea Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.2.7.11.1 South Korea Packaged Mac and Cheese Market Breakdown by Pasta Source

10.2.7.11.2 South Korea Packaged Mac and Cheese Market Breakdown by Category

10.2.7.11.3 South Korea Packaged Mac and Cheese Market Breakdown by Distribution Channel

10.2.7.12 Rest of Asia Pacific Packaged Mac and Cheese Market Revenue and Forecasts to 2030 (US\$ Million)

10.2.7.13 Rest of Asia Pacific Packaged Mac and Cheese Market Volume and Forecasts to 2030 (Thousand Units)

10.2.7.13.1 Rest of Asia Pacific Packaged Mac and Cheese Market Breakdown by Pasta Source

10.2.7.13.2 Rest of Asia Pacific Packaged Mac and Cheese Market Breakdown by Category

10.2.7.13.3 Rest of Asia Pacific Packaged Mac and Cheese Market Breakdown by Distribution Channel

11. EUROPE AND ASIA PACIFIC PACKAGED MAC AND CHEESE MARKET – IMPACT OF COVID-19 PANDEMIC

11.1 Pre & Post COVID-19 Impact

12. COMPETITIVE LANDSCAPE

12.1 Heat Map Analysis by Key Players

12.2 Company Positioning & Concentration

13. COMPANY PROFILES

13.1 Kabuto Foods Ltd

13.1.1 Key Facts

13.1.2 Business Description

13.1.3 Products and Services

13.1.4 Financial Overview

13.1.5 SWOT Analysis

13.1.6 Key Developments

13.2 Symington's Ltd

13.2.1 Key Facts

13.2.2 Business Description

- 13.2.3 Products and Services
- 13.2.4 Financial Overview
- 13.2.5 SWOT Analysis
- 13.2.6 Key Developments
- 13.3 San Remo Macaroni Co Pty Ltd
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 Healthy Kids Ltd
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments
- 13.5 TGK Brand Ltd
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 The Kraft Heinz Co
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Nestle SA
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments

13.8 General Mills Inc

13.8.1 Key Facts

13.8.2 Business Description

13.8.3 Products and Services

13.8.4 Financial Overview

13.8.5 SWOT Analysis

13.8.6 Key Developments

13.9 Gooder Foods Inc

13.9.1 Key Facts

13.9.2 Business Description

13.9.3 Products and Services

13.9.4 Financial Overview

13.9.5 SWOT Analysis

13.9.6 Key Developments

13.10 Amy's Kitchen Inc

13.10.1 Key Facts

13.10.2 Business Description

13.10.3 Products and Services

13.10.4 Financial Overview

13.10.5 SWOT Analysis

13.10.6 Key Developments

14. APPENDIX

14.1 About The Insight Partners

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