

Europe and Egypt Frozen Fruits and Vegetables Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type [Frozen Fruits (Citrus Fruits, Berries, Tropical Fruits, and Other Frozen Fruits) and Frozen Vegetables (Roots, Cruciferous, Leafy Greens, and Other Frozen Vegetables)], Category (Organic and Conventional), End Use (Food Processing, Food Retail, and Foodservice), and Geography

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Abstracts

The Europe and Egypt frozen fruits and vegetables market size is projected to grow from US\$ 11.82 billion in 2023 to US\$ 16.64 billion by 2031. The market is expected to record a CAGR of 4.2% from 2023 to 2031.

There is a growing awareness among consumers regarding the importance of nutrition and wellness. In Europe, where busy lifestyles often lead to a reliance on convenient food options, frozen fruits and vegetables offer a practical solution for individuals striving to maintain a balanced diet. Consumers increasingly seek products aligning with their health goals, such as weight management, increased intake of vitamins and minerals, and overall well-being. Frozen fruits and vegetables are perceived as nutritious alternatives to fresh produce, as they are harvested at peak ripeness and flash-frozen to lock in essential nutrients, vitamins, and antioxidants. This perception propels the demand for frozen options among health-conscious consumers looking to incorporate fruits and vegetables into their daily meals.

In Egypt, where traditional diets are rich in fruits, vegetables, and legumes, there is a cultural emphasis on health and wellness. As urbanization and changing lifestyles lead to dietary shifts, frozen fruits and vegetables provide a convenient way for consumers in the country to maintain dietary traditions while adapting to modern demands. With rising concerns about food safety and access to fresh produce, frozen options offer a reliable and hygienic alternative, particularly in urban areas where access to fresh produce may be limited. Furthermore, frozen fruits and vegetables can help address seasonal shortages and fluctuations in supply, ensuring year-round availability of nutritious options for Egyptian consumers striving to make healthier food choices.

The trend toward healthy eating is also reflected in the development of specialized products tailored to specific dietary preferences and wellness goals. Moreover, innovative packaging solutions and portion-controlled servings make it easier for consumers to manage their calorie intake and adhere to healthy eating guidelines. By leveraging this trend and offering a wide range of nutritious, convenient, and flavorful frozen fruit and vegetable products, companies in Europe and Egypt can tap into a growing market and position themselves as leaders in promoting health and wellness through frozen foods. Therefore, the rising inclination toward a healthy diet is expected to emerge as a prominent trend in the Europe and Egypt frozen fruits and vegetables markets during the forecast period.

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Based on end use, the Europe and Egypt fruits and vegetables market is segmented into food processing, foodservice, and food retail. The food processing segment holds significant market share in 2023. Frozen fruits and vegetables offer convenience and consistency to food manufacturers, eliminating the need for time-consuming preparation such as washing, peeling, and chopping. This streamlines production processes and reduces labor costs, making frozen produce an attractive option for food processors. Additionally, frozen fruits and vegetables provide year-round availability and extended shelf life, allowing manufacturers to maintain a stable supply of ingredients regardless of seasonality or geographic location. Moreover, the demand for frozen fruits and vegetables in the food processing industry continues to grow as manufacturers seek efficient, cost-effective, and high-quality ingredients to meet the demands of a rapidly evolving market.

Greenyard, Bonduelle Group, General Mills Inc, Conagra Brands Inc, Goya Foods Inc, Nature's Touch Frozen Foods, Crop's Fruit NV, Dole Packaged Foods LLC, CROP'S

UK, Foodnet Ltd are among the key players operating in the Europe and Egypt fruits and vegetables market.

The overall Europe and Egypt fruits and vegetables market size has been derived using 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 related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs; business development managers; market intelligence managers; national sales managers; and external consultants, including valuation experts, research analysts, and key opinion leaders, specializing in the Europe and Egypt fruits and vegetables market.

Contents

1. INTRODUCTION

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

2. EXECUTIVE SUMMARY

- 2.1 Key Market Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research
- 3.4 Hypothesis formulation:
- 3.5 Macro-economic factor analysis:
- 3.6 Developing base number:
- 3.7 Country level data:

4. EUROPE AND EGYPT FROZEN FRUITS AND VEGETABLES MARKET LANDSCAPE

- 4.1 Market 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 Materials Supplier:
 - 4.3.2 Manufacturers:
 - 4.3.3 Distributors/Suppliers:
 - 4.3.4 End User:
 - 4.3.5 List of Vendors in the Value Chain
- 4.4 Import-Export Analysis

- 4.4.1 Germany
- 4.4.2 France
- 4.4.3 Italy
- 4.4.4 UK
- 4.4.5 Poland
- 4.4.6 Russia
- 4.4.7 Ukraine
- 4.4.8 Egypt

5. EUROPE AND EGYPT FROZEN FRUITS AND VEGETABLES MARKET – KEY MARKET DYNAMICS

- 5.1 Europe and Egypt Frozen Fruits and Vegetables Market – Key Market Dynamics
- 5.2 Market Drivers
 - 5.2.1 Increasing Preference for Plant-Based Diets
 - 5.2.2 Growing Demand from Foodservice Sector
- 5.3 Market Restraints
 - 5.3.1 Supply Chain Challenges
- 5.4 Market Opportunities
 - 5.4.1 Upsurge in Demand for Organic Products
- 5.5 Future Trends
 - 5.5.1 Growing Inclination Toward Healthy Diet
- 5.6 Impact of Drivers and Restraints:

6. EUROPE AND EGYPT FROZEN FRUITS AND VEGETABLES MARKET ANALYSIS

- 6.1 Europe and Egypt Frozen Fruits and Vegetables Market Revenue (US\$ Million), 2020–2031
- 6.2 Europe and Egypt Frozen Fruits and Vegetables Market Forecast and Analysis

7. EUROPE AND EGYPT FROZEN FRUITS AND VEGETABLES MARKET ANALYSIS – BY PRODUCT TYPE

- 7.1 Frozen Fruits
 - 7.1.1 Overview
 - 7.1.2 Frozen Fruits: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)
 - 7.1.3 Citrus Fruits

7.1.3.1 Overview

7.1.3.2 Citrus Fruits: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

7.1.4 Berries

7.1.4.1 Overview

7.1.4.2 Berries: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

7.1.5 Tropical Fruits

7.1.5.1 Overview

7.1.5.2 Tropical Fruits: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

7.1.6 Other Frozen Fruits

7.1.6.1 Overview

7.1.6.2 Other Frozen Fruits: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

7.2 Frozen Vegetables

7.2.1 Overview

7.2.2 Frozen Vegetables: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

7.2.3 Roots

7.2.3.1 Overview

7.2.3.2 Roots: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

7.2.4 Cruciferous

7.2.4.1 Overview

7.2.4.2 Cruciferous: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

7.2.5 Leafy Greens

7.2.5.1 Overview

7.2.5.2 Leafy Greens: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

7.2.6 Other Frozen Vegetables

7.2.6.1 Overview

7.2.6.2 Other Frozen Vegetables: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

8. EUROPE AND EGYPT FROZEN FRUITS AND VEGETABLES MARKET ANALYSIS – BY CATEGORY

8.1 Organic

8.1.1 Overview

8.1.2 Organic: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

8.2 Conventional

8.2.1 Overview

8.2.2 Conventional: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

9. EUROPE AND EGYPT FROZEN FRUITS AND VEGETABLES MARKET ANALYSIS – BY END USE

9.1 Food Processing

9.1.1 Overview

9.1.2 Food Processing: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

9.2 Food Retail

9.2.1 Overview

9.2.2 Food Retail: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

9.3 Foodservice

9.3.1 Overview

9.3.2 Foodservice: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

10. EUROPE FROZEN FRUITS AND VEGETABLES MARKET – COUNTRY ANALYSIS

10.1 Europe

10.1.1 Europe Frozen Fruits and Vegetables Market Overview

10.1.1.1 Europe: Europe and Egypt Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

10.1.2 Europe Frozen Fruits and Vegetables Market Breakdown by Countries

10.1.3 Europe Frozen Fruits and Vegetables Market Revenue and Forecast and Analysis – by Country

10.1.3.1 Europe Frozen Fruits and Vegetables Market Revenue and Forecast and Analysis – by Country

10.1.3.2 Germany: Europe Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

10.1.3.2.1 Germany: Europe Frozen Fruits and Vegetables Market Breakdown by Product Type

10.1.3.2.2 Germany: Europe Frozen Fruits and Vegetables Market Breakdown by Category

10.1.3.2.3 Germany: Europe Frozen Fruits and Vegetables Market Breakdown by End Use

10.1.3.3 France: Europe Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

10.1.3.3.1 France: Europe Frozen Fruits and Vegetables Market Breakdown by Product Type

10.1.3.3.2 France: Europe Frozen Fruits and Vegetables Market Breakdown by Category

10.1.3.3.3 France: Europe Frozen Fruits and Vegetables Market Breakdown by End Use

10.1.3.4 Italy: Europe Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

10.1.3.4.1 Italy: Europe Frozen Fruits and Vegetables Market Breakdown by Product Type

10.1.3.4.2 Italy: Europe Frozen Fruits and Vegetables Market Breakdown by Category

10.1.3.4.3 Italy: Europe Frozen Fruits and Vegetables Market Breakdown by End Use

10.1.3.5 UK: Europe Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

10.1.3.5.1 UK: Europe Frozen Fruits and Vegetables Market Breakdown by Product Type

10.1.3.5.2 UK: Europe Frozen Fruits and Vegetables Market Breakdown by Category

10.1.3.5.3 UK: Europe Frozen Fruits and Vegetables Market Breakdown by End Use

10.1.3.6 Russia: Europe Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

10.1.3.6.1 Russia: Europe Frozen Fruits and Vegetables Market Breakdown by Product Type

10.1.3.6.2 Russia: Europe Frozen Fruits and Vegetables Market Breakdown by Category

10.1.3.6.3 Russia: Europe Frozen Fruits and Vegetables Market Breakdown by End Use

10.1.3.7 Poland: Europe Frozen Fruits and Vegetables Market – Revenue and

Forecast to 2031 (US\$ Million)

10.1.3.7.1 Poland: Europe Frozen Fruits and Vegetables Market Breakdown by Product Type

10.1.3.7.2 Poland: Europe Frozen Fruits and Vegetables Market Breakdown by Category

10.1.3.7.3 Poland: Europe Frozen Fruits and Vegetables Market Breakdown by End Use

10.1.3.8 Ukraine: Europe Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

10.1.3.8.1 Ukraine: Europe Frozen Fruits and Vegetables Market Breakdown by Product Type

10.1.3.8.2 Ukraine: Europe Frozen Fruits and Vegetables Market Breakdown by Category

10.1.3.8.3 Ukraine: Europe Frozen Fruits and Vegetables Market Breakdown by End Use

10.1.3.9 Rest of Europe: Europe Frozen Fruits and Vegetables Market – Revenue and Forecast to 2031 (US\$ Million)

10.1.3.9.1 Rest of Europe: Europe Frozen Fruits and Vegetables Market Breakdown by Product Type

10.1.3.9.2 Rest of Europe: Europe Frozen Fruits and Vegetables Market Breakdown by Category

10.1.3.9.3 Rest of Europe: Europe Frozen Fruits and Vegetables Market Breakdown by End Use

10.2 Egypt

10.2.1 Egypt Frozen Fruits and Vegetables Market Overview

10.2.1.1 Egypt: Europe and Egypt Frozen Fruits and Vegetables Market Breakdown by Product Type

10.2.1.2 Egypt: Europe and Egypt Frozen Fruits and Vegetables Market Breakdown by Category

10.2.1.3 Egypt: Europe and Egypt Frozen Fruits and Vegetables Market Breakdown by End Use

11. EUROPE AND EGYPT FROZEN FRUITS AND VEGETABLES MARKET – IMPACT OF COVID-19 PANDEMIC

11.1 Pre & Post COVID-19 Impact

12. COMPETITIVE LANDSCAPE

- 12.1 Heat Map Analysis
- 12.2 Company Positioning & Concentration

13. COMPANY PROFILES

13.1 Greenyard

- 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 Bonduelle Group

- 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 General Mills Inc

- 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 Conagra Brands Inc

- 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 Goya Foods Inc

- 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 Nature's Touch Frozen Foods
 - 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 Crop's Fruit NV
 - 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 Dole Packaged Foods LLC
 - 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 CROP'S UK
 - 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 Foodnet Ltd
 - 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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