

North America Frozen Entr?e Market Forecast to 2030 - Regional Analysis - Type (Meat Based Entr?es and Plant-Based Entr?es [Plant-Based Meat Entr?es, Sweet Potato Entr?es, Vegetable Entr?es, and Others]), Category (Organic and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The North America frozen entr?e market is expected to grow from US\$ 13,474.88 million in 2022 to US\$ 18,890.75 million by 2030. It is estimated to grow at a CAGR of 4.3% from 2022 to 2030.

Lack of Cold Chain Infrastructure in Developing Countries Fuel the North America Frozen Entr?e Market

In recent years, the emergence of e-commerce has revolutionized consumer shopping and spending habits. Smartphone and internet penetration, emerging technologies, rising purchasing power, and convenience provided by online retail shopping platforms from anywhere at any time are among the key factors favoring the e-commerce industry. According to the US Department of Commerce Retail Indicator Division, e-commerce sales in the US reached US\$ 870 billion in 2021, up by 14.2% from 2020. Online grocery sales grew by 170% in 2021, accounting for 9.6% of total grocery sales in the US.

People increasingly prefer online retail platforms for purchasing frozen food products

such as frozen entr?e. According to American Frozen Food Institute, online sales of frozen food products increased by 75% in 2020 compared to a year ago, with frozen dinners/entrees, meat, poultry, and seafood being the biggest online sellers. During the pandemic, online sales of food and beverages rose significantly due to the shutdown of brick-and-mortar stores and the social restrictions imposed by governments.

Heavy discounts, wide availability of brands under one roof, and home delivery options are the key factors driving consumers' focus toward online shopping. The rising penetration of e-commerce across different geographies prompted manufacturers of frozen entr?e such as Kellogg's Company, Conagra Brands, and Nestle SA to expand their online presence by selling their products through well-known e-commerce platforms such as Amazon, Lidl, and Walmart. This factor contributes to the growth of the North America frozen entr?e market by eliminating the dependency on offline retail stores.

North America Frozen Entr?e Market Overview

The Frozen Entr?e Market is segmented into the US, Canada, and Mexico. Frozen food products are among the widely consumed food in North America because of the rising preference for quick and easy meal solutions. Frozen entr?e is a preferred quick food solution among working individuals and dual-income households as it offers convenience and saves preparation time. Moreover, consumers are increasingly adopting a healthy lifestyle and demanding gluten-free, low-carb, whole-grain, and organic diet products. The growth of the North America Frozen Entr?e Market across North America is also backed by the factors such as increasing preferences for plant-based foods owing to rising environmental concerns. Continuous product innovation, including new flavors, healthier options, and international cuisines, attracts consumers and drives market growth. In September 2022, Impossible Foods Inc launched frozen plant-based entr?es in eight different bowls. These eight frozen entr?e bowls are available at ~4,000 Walmart outlets worldwide. Hence, such product innovations with different flavors and tastes by manufacturers are anticipated to boost the demand for frozen entr?es in North America.

North America Frozen Entr?e Market Revenue and Forecast to 2030 (US\$ Million)

North America Frozen Entr?e Market Segmentation

The North America frozen entr?e market is segmented into type, category, distribution

channel, and country.

Based on type, the North America frozen entr?e market is bifurcated into meat-based entrees, plant-based entr?e. The plant-based entr?es segment is further categorized into sweet potato entr?es, plant-based meat entr?es, vegetable entr?es, and other plant-based entr?es. The meat-based entrees segment held a largest share of the North America frozen entr?e market in 2022.

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

Based on distribution channel, the North America 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 North America frozen entr?e market in 2022.

Based on country, the North America frozen entr?e market is segmented into the US, Canada, and Mexico. The US dominated the North America frozen entr?e market in 2022.

Impossible Foods Inc, Kellogg Co, Daiya Foods Inc, Conagra Brands Inc, Nestle SA, Del Monte Foods Inc, Waffle Waffle LLC Inc, B & G Food Inc, Mars Inc, and Amy's Kitchen Inc are some of the leading companies operating in the North America frozen entr?e market.

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