

North America 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 North America frozen waffle market is expected to grow from US\$ 1,353.87 million in 2023 to US\$ 2,036.58 million by 2030. It is estimated to grow at a CAGR of 6.0% from 2023 to 2030.

Surging Demand for Frozen and Convenience Food in North America 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 globally.

The number of single or two-person households is growing in various developed nations such as the US and Canada. According to The United States Census Bureau, there were 37.9 million single-person households in the US in 2022, accounting for 29% of all households. Due to the growing number of nuclear families, the demand for ready-to-

eat, portion-controlled food increased. The market for frozen food products is also growing as they have extended shelf-life, are suitable for single-person consumption, and can be prepared quickly, according to the 'Power of Frozen' report published by the American Frozen Food Institute and Food Industry Association, frozen food sales in the US increased by 21% in 2022. 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 North America frozen waffles market.

North America Frozen Waffle Market Overview

North America is one of the most significant regions for the frozen waffles market due to the populace's increasing adoption of snack products. The rising marketing campaigns are the key factor driving the market's expansion in the US. Manufacturers rely extensively on marketing strategies such as advertising and product promotions to increase sales. Manufacturers use electronic and print media to promote their brands and products. For example, in 2017, the Netflix series Stranger Things featured Kellogg Company's Eggo brand frozen waffles. This has resulted in a considerable increase in sales of frozen waffles for the company. An upsurge in demand among all age groups drives the market growth in this region.

North America Frozen Waffle Market Revenue and Forecast to 2030 (US\$ Million)

North America Frozen Waffle Market Segmentation

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

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

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

Based on distribution channel, the North America 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 North America frozen waffle market in 2023.

Based on country, the North America frozen waffle market is segmented into the US, Canada, and Mexico. The US dominated the share of the North America frozen waffle market in 2023.

AVIETA S.A., B Boys LLC DBA Belgian Boys, Dely Wafels SRL, Julian's Recipe LLC, Kellogg's Company, Kodiak Cakes, LLC, Make Each Day Delicious LLC, Nature's Path Foods, and Van's Foods are some of the leading companies operating in the North America frozen waffles market.

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