

North America Ready-to-Eat Meals Market Forecast to 2030 - Regional Analysis - by Type (Rice Bowls, Wraps, Salads, Burritos, Gravies and Curries, Noodles and Pastas, Pizza, Soups and Stews, Meat Entrees, Burgers, Sandwiches, and Others), Category (Gluten-Free and Conventional), and End User (HoReCa, Institutions, Households, and Others)

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Abstracts

The North America ready-to-eat meals market was valued at US\$ 132,214.56 million in 2022 and is expected to reach US\$ 195,418.21 million by 2030; it is estimated to record a CAGR of 5.0% from 2022 to 2030.

Escalating Sales of Ready-to-Eat Meals through Online Channels Drive the North America Ready-to-Eat Meals Market

Consumers are increasingly seeking healthy, nutritious food options, which has surged the demand for healthy alternatives to conventional foods, such as lactose-free, vegan, gluten-free, lactose-free, high-fiber, high-protein, or low-calorie ready-to-eat meals. Growing demand for healthy food has prompted manufacturers to develop and expand product portfolios according to specific customer requirements. Consumers are more concerned about synthetic additives in food products. Thus, the preference for naturally made products is increasing. Manufacturers are enhancing their product portfolio by launching ready-to-eat meals infusing natural ingredients.

According to data published by Veganuary, a non-profit organization encouraging people to adopt a vegan diet for January, ~5.8 million people signed up for the "Veganuary Campaign" in 2021. The growing adoption of a plant-based diet has

prompted manufacturers to develop healthy and nutritious plant-based alternatives to conventional meals. For instance, the Nestlé-owned brand "Freshly" launched an entirely vegan meal line in August 2021. Under its new Purely Plant menu, the chef-prepared meal delivery service offers six options developed to showcase the nutritional benefits and delicious possibilities of plant-based foods. Thus, the growing consumers' inclination toward healthy diets and clean labels has prompted manufacturers to expand product offerings, fueling the North America ready-to-eat meals market growth globally.

North America Ready-to-Eat Meals Market Overview

The North America ready-to-eat meals market is segmented into the US, Canada, and Mexico. The regional market is influenced by multiple factors such as increasing disposable income, rising spending on convenience food categories and on-the-go food options. Growing emphasis on health-conscious choices propels the demand for ready-to-eat meal options such as rice bowls, wraps, salads, burritos, gravies, and curries made with fresh and nutritious ingredients. Meat entrées and chicken burgers and sandwiches are preferred by health-conscious consumers seeking protein-rich food options. Rising preference for healthy options and ethical considerations drive the demand for organic, gluten-free, and sustainably sourced ingredients in the ready-to-eat products. Ready-to-eat roasted vegetables, mashed vegetables, and vegetable rolls gain immense popularity across North America owing to the rising inclination toward plant-based diets and healthier alternatives. Also, with rising health concerns, people significantly avoid junk food. Therefore, the demand for healthy and nutritious ready-to-eat meals is rising across the food service sector in North America.

Busy urban population is inclined toward convenience food. According to the US Bureau of Labor Statistics (BLS), 69% of the people worked from the office in 2022. Ready-to-eat meals offer convenient solutions, allowing working professionals and other people to quickly access and consume food without spending time on cooking and preparing. Thus, working people are shifting toward ready-to-eat meals to save cooking time and effort, driving the North America ready-to-eat market growth. Since the COVID-19 pandemic, the convenience of online platforms has contributed to the increasing sales of ready-to-eat meals in North America. According to the Food Industry Association (FIA) and American Frozen Food Institute (AFFI), in 2020, ready-to-eat meal sales increased by 21%, and 39% of consumers were recorded as core ready-to-eat meal shoppers, as they consumed frozen ready-to-eat foods daily or every few days during the pandemic. Also, various corporates apply for meal subscriptions containing rice bowls, RTE burgers, frozen meat entrees, and other items to provide their employees

with healthy and quick food options. With rising demand for RTE meal subscriptions, emerging market players adopt merger and acquisition, partnership, and collaboration strategies to expand their market share and meet the rising demand. In November 2020, Factor, America's leading ready-to-eat meal delivery service, acquired HelloFresh, another emerging meal kit delivery service in the region intending to expand its competitive position in the market. Thus, strategic developments by players are expected to open new opportunities in the North America ready-to-eat meals market in the coming years.

North America Ready-to-Eat Meals Market Revenue and Forecast to 2030 (US\$ Billion)

North America Ready-to-Eat Meals Market Segmentation

The North America ready-to-eat meals market is segmented based on type, category, end user, and country.

Based on type, the North America ready-to-eat meals market is segmented into rice bowls, wraps, salads, burritos, gravies and curries, noodles and pastas, pizza, soups and stews, meat entrees, burgers, sandwiches, and others. The noodles and pastas segment held the largest share in 2022.

By category, the North America ready-to-eat meals market is bifurcated into gluten-free and conventional. The conventional segment held a larger share in 2022.

By end-use industry, the North America ready-to-eat meals market is segmented into HoReCa, institutions, households, and others. The HoReCa segment held the largest share in 2022.

Based on country, the North America ready-to-eat meals market is segmented into the US, Canada, and Mexico. The US dominated the North America ready-to-eat meals market in 2022.

Calavo Growers Inc, Dandee Sandwich Co, EA Sween Co, Fresh Grill Foods LLC, FreshRealm LLC, Hearthside Food Solutions LLC, Taylor Fresh Foods Inc, TripleSticks Inc, and Tyson Foods Inc are some of the leading companies operating in the North America ready-to-eat meals market.

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