

Packaged Salad Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Vegetarian & Vegan and Meat-Based), Category (Conventional and Organic), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others), and Geography

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Abstracts

The packaged salad market was valued at US\$ 11.84 billion in 2023 and is expected to reach US\$ 24.14 billion by 2031; it is estimated to record a CAGR of 9.3% from 2023 to 2031.

The rise of urbanization has significantly contributed to the popularity of packaged salads. As more people migrate to urban areas, they often face limited time for meal preparation due to demanding work schedules and fast-paced lifestyles. Packaged salads offer a time-saving solution, allowing people living in urban areas to access fresh and nutritious meals without extensive cooking or meal planning. The convenience factor of packaged salads resonates strongly with urban consumers, driving the market expansion in densely populated areas. According to a survey, 91% of health-conscious consumers report that they actively pursue health and wellness.

In addition to convenience, the health-conscious mindset of consumers plays a pivotal role in fueling the growth of the packaged salad market. With the increasing concerns about obesity, heart disease, and other diet-related health issues, many individuals are actively finding ways to improve their dietary habits. Packaged salads offer a guilt-free option, as they are perceived as healthier alternatives to fast food or processed snacks. The inclusion of various vegetables, often sourced from organic or locally grown

sources, further enhances their appeal among health-conscious consumers. Overall, the combination of health consciousness, convenience, and urbanization has established packaged salads as a staple in modern dietary preferences, contributing to the market's continuous expansion. Therefore, the inclination toward a healthy diet has been a significant driver for the global packaged salad market in recent years.

The introduction of innovative combinations in packaged salads has broadened the appeal of salads beyond health-conscious consumers to include food enthusiasts, adventurous eaters, and individuals seeking convenient yet indulgent meal options. By offering salads that feature unexpected flavor combinations and premium ingredients, manufacturers are tapping into the growing demand for restaurant-quality meals that can be enjoyed at home or on the go. For instance, Ark Foods launched innovative packaged salad combinations such as Caesar-ish kale, crunchy sesame ramen, southern BBQ ranch, and sweet kale lemon poppyseed. These inventive combinations cater to diverse tastes and preferences, enticing consumers with their gourmet appeal.

Innovative combinations in packaged salads drive product differentiation and competitive advantage in the market. Manufacturers seek to stand out by offering unique salad varieties as the packaged salad aisle becomes increasingly crowded with options. By leveraging culinary trends, seasonal ingredients, and cultural influences, companies can create distinctive salad blends that resonate with consumers and command premium pricing. Additionally, innovative packaging designs, such as clear containers that showcase the colorful layers of ingredients or customizable salad kits with separate compartments for toppings and dressings, enhance packaged salads' visual appeal and consumer appeal.

The rise of food fusion and global cuisine has inspired packaged salad manufacturers to experiment with innovative combinations that draw inspiration from diverse culinary traditions and regional flavors. From Thai-inspired salads with peanut dressing and crispy wonton strips to Tex-Mex salads with black beans, corn, and chipotle lime vinaigrette, these cross-cultural creations offer a compelling fusion of flavors and textures that appeal to adventurous palates. By embracing culinary diversity and multicultural influences, packaged salad brands can attract a broader audience and stay ahead of evolving consumer tastes and preferences in the dynamic food market.

Dole Plc, Brightfarms Inc, Fresh Express Inc, Taylor Fresh Foods Inc, Eat Smart Inc, Troy Foods (Salads) Ltd, Bonduelle Sa, Avondale Foods (Craigavon) Ltd, Organicgirl Llc, and Misionero Inc. are among the prominent players profiled in the packaged salad market report. In addition, several other players have been studied and analyzed during

the study to get a holistic view of the market and its ecosystem. The packaged salad market study also includes company positioning and concentration to evaluate the performance of competitors/players operating in the market.

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The overall global packaged salad 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 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. 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 packaged salad 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

4. PACKAGED SALAD 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 Distributors or Wholesalers:
 - 4.3.4 Distribution Channels
 - 4.3.5 List of Vendors in the Value Chain

5. PACKAGED SALAD MARKET – KEY MARKET DYNAMICS

- 5.1 Packaged Salad Market – Key Market Dynamics
- 5.2 Market Drivers
 - 5.2.1 Consumer Inclination Toward Healthy Diet:

- 5.2.2 Innovative Combinations in Pre-Packed Salads:
- 5.3 Market Restraints
 - 5.3.1 Supply Chain Challenges:
- 5.4 Market Opportunities
 - 5.4.1 E-Commerce Expansion:
- 5.5 Future Trends
 - 5.5.1 Surging Popularity of Organic Products:
- 5.6 Impact of Drivers and Restraints:

6. PACKAGED SALAD MARKET – GLOBAL MARKET ANALYSIS

- 6.1 Packaged Salad Market Revenue (US\$ Million), 2021–2031
- 6.2 Packaged Salad Market Forecast Analysis

7. PACKAGED SALAD MARKET ANALYSIS – BY PRODUCT TYPE

- 7.1 Vegetarian and Vegan
 - 7.1.1 Overview
 - 7.1.2 Vegetarian and Vegan: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)
- 7.2 Meat-Based
 - 7.2.1 Overview
 - 7.2.2 Meat-Based: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

8. PACKAGED SALAD MARKET ANALYSIS – BY CATEGORY

- 8.1 Conventional
 - 8.1.1 Overview
 - 8.1.2 Conventional: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)
- 8.2 Organic
 - 8.2.1 Overview
 - 8.2.2 Organic: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

9. PACKAGED SALAD MARKET ANALYSIS – BY DISTRIBUTION CHANNEL

- 9.1 Supermarkets and Hypermarkets
 - 9.1.1 Overview

9.1.2 Supermarkets and Hypermarkets: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

9.2 Convenience Stores

9.2.1 Overview

9.2.2 Convenience Stores: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

9.3 Online Retail

9.3.1 Overview

9.3.2 Online Retail: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

9.4 Others

9.4.1 Overview

9.4.2 Others: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10. PACKAGED SALAD MARKET – GEOGRAPHICAL ANALYSIS

10.1 Overview

10.2 North America

10.2.1 North America Packaged Salad Market Overview

10.2.2 North America: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.2.3 North America: Packaged Salad Market Breakdown, by Product Type

10.2.3.1 North America: Packaged Salad Market – Revenue and Forecast Analysis – by Product Type

10.2.4 North America: Packaged Salad Market Breakdown, by Category

10.2.4.1 North America: Packaged Salad Market – Revenue and Forecast Analysis – by Category

10.2.5 North America: Packaged Salad Market Breakdown, by Distribution Channel

10.2.5.1 North America: Packaged Salad Market – Revenue and Forecast Analysis – by Distribution Channel

10.2.6 North America: Packaged Salad Market – Revenue and Forecast Analysis – by Country

10.2.6.1 North America: Packaged Salad Market – Revenue and Forecast Analysis – by Country

10.2.6.2 United States: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.2.6.2.1 United States: Packaged Salad Market Breakdown, by Product Type

10.2.6.2.2 United States: Packaged Salad Market Breakdown, by Category

10.2.6.2.3 United States: Packaged Salad Market Breakdown, by Distribution

Channel

10.2.6.3 Canada: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.2.6.3.1 Canada: Packaged Salad Market Breakdown, by Product Type

10.2.6.3.2 Canada: Packaged Salad Market Breakdown, by Category

10.2.6.3.3 Canada: Packaged Salad Market Breakdown, by Distribution Channel

10.2.6.4 Mexico: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.2.6.4.1 Mexico: Packaged Salad Market Breakdown, by Product Type

10.2.6.4.2 Mexico: Packaged Salad Market Breakdown, by Category

10.2.6.4.3 Mexico: Packaged Salad Market Breakdown, by Distribution Channel

10.3 Europe

10.3.1 Europe Packaged Salad Market Overview

10.3.2 Europe: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.3.3 Europe: Packaged Salad Market Breakdown, by Product Type

10.3.3.1 Europe: Packaged Salad Market – Revenue and Forecast Analysis – by Product Type

10.3.4 Europe: Packaged Salad Market Breakdown, by Category

10.3.4.1 Europe: Packaged Salad Market – Revenue and Forecast Analysis – by Category

10.3.5 Europe: Packaged Salad Market Breakdown, by Distribution Channel

10.3.5.1 Europe: Packaged Salad Market – Revenue and Forecast Analysis – by Distribution Channel

10.3.6 Europe: Packaged Salad Market – Revenue and Forecast Analysis – by Country

10.3.6.1 Europe: Packaged Salad Market – Revenue and Forecast Analysis – by Country

10.3.6.2 Germany: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.3.6.2.1 Germany: Packaged Salad Market Breakdown, by Product Type

10.3.6.2.2 Germany: Packaged Salad Market Breakdown, by Category

10.3.6.2.3 Germany: Packaged Salad Market Breakdown, by Distribution Channel

10.3.6.3 United Kingdom: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.3.6.3.1 United Kingdom: Packaged Salad Market Breakdown, by Product Type

10.3.6.3.2 United Kingdom: Packaged Salad Market Breakdown, by Category

10.3.6.3.3 United Kingdom: Packaged Salad Market Breakdown, by Distribution

Channel

10.3.6.4 France: Packaged Salad Market – Revenue and Forecast to 2031 (US\$

Million)

10.3.6.4.1 France: Packaged Salad Market Breakdown, by Product Type

10.3.6.4.2 France: Packaged Salad Market Breakdown, by Category

10.3.6.4.3 France: Packaged Salad Market Breakdown, by Distribution Channel

10.3.6.5 Italy: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.3.6.5.1 Italy: Packaged Salad Market Breakdown, by Product Type

10.3.6.5.2 Italy: Packaged Salad Market Breakdown, by Category

10.3.6.5.3 Italy: Packaged Salad Market Breakdown, by Distribution Channel

10.3.6.6 Russia: Packaged Salad Market – Revenue and Forecast to 2031 (US\$

Million)

10.3.6.6.1 Russia: Packaged Salad Market Breakdown, by Product Type

10.3.6.6.2 Russia: Packaged Salad Market Breakdown, by Category

10.3.6.6.3 Russia: Packaged Salad Market Breakdown, by Distribution Channel

10.3.6.7 Rest of Europe: Packaged Salad Market – Revenue and Forecast to 2031

(US\$ Million)

10.3.6.7.1 Rest of Europe: Packaged Salad Market Breakdown, by Product Type

10.3.6.7.2 Rest of Europe: Packaged Salad Market Breakdown, by Category

10.3.6.7.3 Rest of Europe: Packaged Salad Market Breakdown, by Distribution

Channel

10.4 Asia Pacific

10.4.1 Asia Pacific Packaged Salad Market Overview

10.4.2 Asia Pacific: Packaged Salad Market – Revenue and Forecast to 2031 (US\$

Million)

10.4.3 Asia Pacific: Packaged Salad Market Breakdown, by Product Type

10.4.3.1 Asia Pacific: Packaged Salad Market – Revenue and Forecast Analysis – by Product Type

10.4.4 Asia Pacific: Packaged Salad Market Breakdown, by Category

10.4.4.1 Asia Pacific: Packaged Salad Market – Revenue and Forecast Analysis – by Category

10.4.5 Asia Pacific: Packaged Salad Market Breakdown, by Distribution Channel

10.4.5.1 Asia Pacific: Packaged Salad Market – Revenue and Forecast Analysis – by Distribution Channel

10.4.6 Asia Pacific: Packaged Salad Market – Revenue and Forecast Analysis – by Country

10.4.6.1 Asia Pacific: Packaged Salad Market – Revenue and Forecast Analysis – by Country

10.4.6.2 China: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.4.6.2.1 China: Packaged Salad Market Breakdown, by Product Type

- 10.4.6.2.2 China: Packaged Salad Market Breakdown, by Category
- 10.4.6.2.3 China: Packaged Salad Market Breakdown, by Distribution Channel
- 10.4.6.3 Japan: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.4.6.3.1 Japan: Packaged Salad Market Breakdown, by Product Type
 - 10.4.6.3.2 Japan: Packaged Salad Market Breakdown, by Category
 - 10.4.6.3.3 Japan: Packaged Salad Market Breakdown, by Distribution Channel
- 10.4.6.4 India: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.4.6.4.1 India: Packaged Salad Market Breakdown, by Product Type
 - 10.4.6.4.2 India: Packaged Salad Market Breakdown, by Category
 - 10.4.6.4.3 India: Packaged Salad Market Breakdown, by Distribution Channel
- 10.4.6.5 Australia: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.4.6.5.1 Australia: Packaged Salad Market Breakdown, by Product Type
 - 10.4.6.5.2 Australia: Packaged Salad Market Breakdown, by Category
 - 10.4.6.5.3 Australia: Packaged Salad Market Breakdown, by Distribution Channel
- 10.4.6.6 South Korea: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.4.6.6.1 South Korea: Packaged Salad Market Breakdown, by Product Type
 - 10.4.6.6.2 South Korea: Packaged Salad Market Breakdown, by Category
 - 10.4.6.6.3 South Korea: Packaged Salad Market Breakdown, by Distribution Channel
- 10.4.6.7 Rest of APAC: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.4.6.7.1 Rest of APAC: Packaged Salad Market Breakdown, by Product Type
 - 10.4.6.7.2 Rest of APAC: Packaged Salad Market Breakdown, by Category
 - 10.4.6.7.3 Rest of APAC: Packaged Salad Market Breakdown, by Distribution Channel
- 10.5 Middle East and Africa
 - 10.5.1 Middle East and Africa Packaged Salad Market Overview
 - 10.5.2 Middle East and Africa: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.5.3 Middle East and Africa: Packaged Salad Market Breakdown, by Product Type
 - 10.5.3.1 Middle East and Africa: Packaged Salad Market – Revenue and Forecast Analysis – by Product Type
 - 10.5.4 Middle East and Africa: Packaged Salad Market Breakdown, by Category
 - 10.5.4.1 Middle East and Africa: Packaged Salad Market – Revenue and Forecast Analysis – by Category

10.5.5 Middle East and Africa: Packaged Salad Market Breakdown, by Distribution Channel

10.5.5.1 Middle East and Africa: Packaged Salad Market – Revenue and Forecast Analysis – by Distribution Channel

10.5.6 Middle East and Africa: Packaged Salad Market – Revenue and Forecast Analysis – by Country

10.5.6.1 Middle East and Africa: Packaged Salad Market – Revenue and Forecast Analysis – by Country

10.5.6.2 Saudi Arabia: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.5.6.2.1 Saudi Arabia: Packaged Salad Market Breakdown, by Product Type

10.5.6.2.2 Saudi Arabia: Packaged Salad Market Breakdown, by Category

10.5.6.2.3 Saudi Arabia: Packaged Salad Market Breakdown, by Distribution Channel

10.5.6.3 United Arab Emirates: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.5.6.3.1 United Arab Emirates: Packaged Salad Market Breakdown, by Product Type

10.5.6.3.2 United Arab Emirates: Packaged Salad Market Breakdown, by Category

10.5.6.3.3 United Arab Emirates: Packaged Salad Market Breakdown, by Distribution Channel

10.5.6.4 South Africa: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.5.6.4.1 South Africa: Packaged Salad Market Breakdown, by Product Type

10.5.6.4.2 South Africa: Packaged Salad Market Breakdown, by Category

10.5.6.4.3 South Africa: Packaged Salad Market Breakdown, by Distribution Channel

10.5.6.5 Rest of Middle East and Africa: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.5.6.5.1 Rest of Middle East and Africa: Packaged Salad Market Breakdown, by Product Type

10.5.6.5.2 Rest of Middle East and Africa: Packaged Salad Market Breakdown, by Category

10.5.6.5.3 Rest of Middle East and Africa: Packaged Salad Market Breakdown, by Distribution Channel

10.6 South and Central America

10.6.1 South and Central America Packaged Salad Market Overview

10.6.2 South and Central America: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.6.3 South and Central America: Packaged Salad Market Breakdown, by Product Type

10.6.3.1 South and Central America: Packaged Salad Market – Revenue and Forecast Analysis – by Product Type

10.6.4 South and Central America: Packaged Salad Market Breakdown, by Category

10.6.4.1 South and Central America: Packaged Salad Market – Revenue and Forecast Analysis – by Category

10.6.5 South and Central America: Packaged Salad Market Breakdown, by Distribution Channel

10.6.5.1 South and Central America: Packaged Salad Market – Revenue and Forecast Analysis – by Distribution Channel

10.6.6 South and Central America: Packaged Salad Market – Revenue and Forecast Analysis – by Country

10.6.6.1 South and Central America: Packaged Salad Market – Revenue and Forecast Analysis – by Country

10.6.6.2 Brazil: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.6.6.2.1 Brazil: Packaged Salad Market Breakdown, by Product Type

10.6.6.2.2 Brazil: Packaged Salad Market Breakdown, by Category

10.6.6.2.3 Brazil: Packaged Salad Market Breakdown, by Distribution Channel

10.6.6.3 Argentina: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.6.6.3.1 Argentina: Packaged Salad Market Breakdown, by Product Type

10.6.6.3.2 Argentina: Packaged Salad Market Breakdown, by Category

10.6.6.3.3 Argentina: Packaged Salad Market Breakdown, by Distribution Channel

10.6.6.4 Rest of South and Central America: Packaged Salad Market – Revenue and Forecast to 2031 (US\$ Million)

10.6.6.4.1 Rest of South and Central America: Packaged Salad Market Breakdown, by Product Type

10.6.6.4.2 Rest of South and Central America: Packaged Salad Market Breakdown, by Category

10.6.6.4.3 Rest of South and Central America: Packaged Salad Market Breakdown, by Distribution Channel

11. COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis

11.2 Company Positioning & Concentration

12. INDUSTRY LANDSCAPE

- 12.1 Overview
- 12.2 Mergers And Acquisitions
- 12.3 Agreements, Collaborations, And Joint Ventures
- 12.4 New Product Launches
- 12.5 Expansions And Other Strategic Developments

13. COMPANY PROFILES

- 13.1 Dole Plc
 - 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 BrightFarms Inc
 - 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 Fresh Express 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 Taylor Fresh Foods 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 Eat Smart 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 Troy Foods (Salads) Ltd
 - 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 Bonduelle 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 Avondale Foods (Craigavon) Ltd
 - 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 ORGANICGIRL LLC
 - 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 Misionero 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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