

South & Central America Frozen Entr?e Market Forecast to 2030- Regional Analysis- by 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), Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others).

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Abstracts

The South & Central America frozen entr?e market is expected to grow from US\$ 1,936.39 million in 2022 to US\$ 2,955.42 million by 2030. It is estimated to grow at a CAGR of 5.4% from 2022 to 2030.

Flourishing E-Commerce Industry Fuel the South & Central 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. However, people increasingly prefer online retail platforms for purchasing frozen food products such as frozen entr?e.

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 South & Central America frozen entr?e market by eliminating the dependency on offline retail stores.

South & Central America Frozen Entr?e Market Overview

The South & Central America Frozen Entr?e Market is segmented into Brazil, Argentina, and the Rest of South & Central America. The frozen meat & poultry-based food products industry is a significant revenue-generating industry in the region. Red meat, poultry, and pork are popular in Brazil and Argentina. According to the US Department of Agriculture, in 2019, beef exports in Brazil reached US\$ 7.57 billion, followed by chicken with US\$ 6.90 billion, and pork reached US\$ 1.58 billion. Hence, frozen foods such as frozen meals, frozen snacks, and other frozen baked goods exports in the region have expanded significantly, generating considerable revenue. The demand for frozen food products, such as frozen meat and poultry, snacks, and ready meals, is also rising due to the rapidly transforming retail sector, increasing consumer access to different frozen food brands, and improving consumer lifestyles. Major retailers such as Walmart and Grupo DMA Distribuidora are increasing their cold storage capacities to cater to the rising demand for frozen products, including frozen entr?es, which is expected to boost the South & Central America Frozen Entr?e Market growth over the forecast period. Conagra Brands, Inc; The Kraft Heinz Company; McCain Foods, Inc; and Tyson Foods, Inc. are among the prominent frozen entr?e manufacturers operating actively in South & Central America. They provide a wide range of frozen food products. Thus, the presence of major frozen entr?e manufacturers in the region is driving the market growth.

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

South & Central America Frozen Entr?e Market Segmentation

The South & Central America frozen entr?e market is segmented into type, category, distribution channel, and country.

Based on type, the South & Central America frozen entr?e market is bifurcated into meat based entr?es and plant-based entr?es. The plant-based entr?es segment is further categorized into sweet potato entr?es, plant-based meat entr?es, vegetable

entrées, and other plant-based entrées. The meat-based entrées segment held a largest share of the South & Central America frozen entrée market in 2022.

Based on category, the South & Central America frozen entrée market is segmented into organic and conventional. The conventional segment held the larger share of the South & Central America frozen entrée market in 2022.

Based on distribution channel, the South & Central America frozen entrée market is segmented into Supermarkets and hypermarkets, convenience stores, online retail, and others. The convenience Stores segment held the largest share of the South & Central America frozen entrée market in 2022.

Based on country, the South & Central America frozen entrée market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America frozen entrée market in 2022.

Impossible Foods Inc, Kellogg Co, Conagra Brands Inc, Nestle SA, Del Monte Foods Inc, Mars Inc, and Amy's Kitchen Inc are some of the leading companies operating in the South & Central America frozen entrée market.

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