

Bagged Food Market Size, Share, and Outlook, 2025 Report- By Type (Bread, Crackers, Frozen Veggie Burgers, Pasta, Nuts and Nut Butter, Energy Bars, Canned Beans, Frozen Fruits and Vegetables, Others), Packaging (Paper Bag Food, Paper Bag with Food, Paper and Plastic Products, Groceries in Shopping Bag, Pickle Silhouette, Shopping Bag Groceries, Grocery Bag with Food Isolated, Others), Application (Food Product (Manufacturing, Food Services, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032

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Abstracts

Bagged Food Market Outlook

The global Bagged Food market is expected to register a growth rate of 6.5% during the forecast period from 2024 to 2032. The Bagged Food market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Bagged Food segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Bread, Crackers, Frozen Veggie Burgers, Pasta, Nuts and Nut Butter, Energy Bars, Canned Beans, Frozen Fruits and Vegetables, Others), Packaging (Paper Bag Food, Paper Bag with Food, Paper and Plastic Products, Groceries in Shopping Bag, Pickle Silhouette, Shopping Bag Groceries, Grocery Bag with Food

Isolated, Others), Application (Food Product (Manufacturing, Food Services, Others), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Bagged Food markets.

Bagged Food Market Insights, 2025

The bagged food market encompasses a wide range of ready-to-eat or ready-to-cook food products packaged in flexible bags for convenience, freshness preservation, and portability. This market includes snacks, frozen meals, dried fruits, nuts, grains, and specialty foods. The rise in on-the-go lifestyles, increased demand for single-serve portions, and emphasis on extended shelf life propel market growth. Advances in packaging technology, such as resealable zippers, vacuum sealing, and barrier films, enhance product safety and quality. Sustainability trends encourage development of recyclable, biodegradable, and compostable bag materials. The market serves retail, foodservice, and e-commerce channels, with consumer preference shifting toward healthy, organic, and clean-label bagged foods. Regulatory frameworks govern packaging materials, food contact safety, and labeling. The bagged food market is integral to modern food distribution, aligning with evolving consumer convenience and sustainability priorities.

Five Trends that will define global Bagged Food market in 2025 and Beyond

A closer look at the multi-million global market for Bagged Food identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Bagged Food companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Bagged Food industry?

The Bagged Food sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Bagged Food Market Segment Insights

The Bagged Food industry presents strong offers across categories. The analytical report offers forecasts of Bagged Food industry performance across segments and countries. Key segments in the industry include By Type (Bread, Crackers, Frozen Veggie Burgers, Pasta, Nuts and Nut Butter, Energy Bars, Canned Beans, Frozen Fruits and Vegetables, Others), Packaging (Paper Bag Food, Paper Bag with Food, Paper and Plastic Products, Groceries in Shopping Bag, Pickle Silhouette, Shopping Bag Groceries, Grocery Bag with Food Isolated, Others), Application (Food Product (Manufacturing, Food Services, Others), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Bagged Food market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Bagged Food industry ecosystem. It assists decision-makers in evaluating global Bagged Food market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Bagged Food industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Bagged Food Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic

forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Bagged Food Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Bagged Food with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Bagged Food market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Bagged Food market Insights Executives are most excited about opportunities for the US Bagged Food industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Bagged Food companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Bagged Food market.

Latin American Bagged Food market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Bagged Food Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Bagged Food markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Bagged Food markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Bagged Food companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Cadbury Schweppes Plc, Cloetta Fazer AB (Cloetta AB), HARIBO GmbH and Co. KG, The Kraft Heinz Company, Mars, Incorporated, Nestlé S.A., New World Pasta Company, Perfetti Van Melle S.p.A., The Hershey Company.

Bagged Food Market Scope

Leading Segments

By Type

Bread

Crackers

Frozen Veggie Burgers

Pasta

Nuts and Nut Butter

Energy Bars

Canned Beans

Frozen Fruits and Vegetables

Others

By Packaging

Paper Bag Food

Paper Bag with Food

Paper and Plastic Products

Groceries in Shopping Bag

Pickle Silhouette

Shopping Bag Groceries

Grocery Bag with Food Isolated

Others

By Application

Food Product Manufacturing

Food Services

Others

By Distribution Channel

Online

Offline

Leading Companies

Cadbury Schweppes Plc

Cloetta Fazer AB (Cloetta AB)

HARIBO GmbH and Co. KG

The Kraft Heinz Company

Mars, Incorporated

Nestlé S.A.

New World Pasta Company

Perfetti Van Melle S.p.A.

The Hershey Company

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

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Pasta

Nuts and Nut Butter

Energy Bars

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Frozen Fruits and Vegetables

Others

By Packaging

Paper Bag Food

Paper Bag with Food

Paper and Plastic Products

Groceries in Shopping Bag

Pickle Silhouette

Shopping Bag Groceries

Grocery Bag with Food Isolated

Others

By Application

Food Product Manufacturing

Food Services

Others

By Distribution Channel

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Offline

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Cloetta Fazer AB (Cloetta AB)

HARIBO GmbH and Co. KG

The Kraft Heinz Company

Mars, Incorporated

Nestlé S.A.

New World Pasta Company

Perfetti Van Melle S.p.A.

The Hershey Company

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