

# **Frozen Waffles Market Size, Share, and Outlook, 2025 Report- By Type (Homestyle Waffle, Flavored Waffle, Health and Wellness Waffles), Ingredient (Whole Wheat, Whole Oat Flour, Brown Rice Flour, Others), Packaging (Less than 100 g, Above 100 g, Serving Size, 2 Waffle, 4 Waffle, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialist Retailers, Online, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Frozen Waffles Market Outlook**

The global Frozen Waffles market is expected to register a growth rate of 6.2% during the forecast period from \$3.9 Billion in 2024 to \$6.3 Billion in 2032. The Frozen Waffles 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 Frozen Waffles segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Homestyle Waffle, Flavored Waffle, Health and Wellness Waffles), Ingredient (Whole Wheat, Whole Oat Flour, Brown Rice Flour, Others), Packaging (Less than 100 g, Above 100 g, Serving Size, 2 Waffle, 4 Waffle, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialist Retailers, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Frozen Waffles markets.

## Frozen Waffles Market Insights, 2025

The frozen waffles market is being driven by the convergence of breakfast modernization and the trend toward indulgent snacking throughout the day. Consumers are moving away from traditional breakfasts toward more convenient and indulgent formats, making frozen waffles a go-to option. Brands like Kellogg's (Eggo) and Nature's Path have responded with innovations including protein-enriched, gluten-free, and flavored waffle varieties that cater to various nutritional preferences. Frozen waffles are increasingly used beyond breakfast—such as dessert bases or savory sandwich components—boosting their utility and frequency of consumption. The growth of toaster-friendly and microwaveable formats adds to their convenience. Retailers are also offering multipack and family-sized formats, aligning with bulk buying trends. These factors are consolidating frozen waffles as a versatile staple across multiple consumer segments.

### Five Trends that will define global Frozen Waffles market in 2025 and Beyond

A closer look at the multi-million global market for Frozen Waffles identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Frozen Waffles 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 Frozen Waffles industry?

The Frozen Waffles 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.

### Frozen Waffles Market Segment Insights

The Frozen Waffles industry presents strong offers across categories. The analytical report offers forecasts of Frozen Waffles industry performance across segments and countries. Key segments in the industry include By Type (Homestyle Waffle, Flavored

Waffle, Health and Wellness Waffles), Ingredient (Whole Wheat, Whole Oat Flour, Brown Rice Flour, Others), Packaging (Less than 100 g, Above 100 g, Serving Size, 2 Waffle, 4 Waffle, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialist Retailers, Online, Others). 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, Frozen Waffles 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 Frozen Waffles industry ecosystem. It assists decision-makers in evaluating global Frozen Waffles market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

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

### Asia Pacific Frozen Waffles 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 Frozen Waffles 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 Frozen Waffles 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 Frozen Waffles market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Frozen Waffles market Insights Executives are most excited about opportunities for the US Frozen Waffles industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Frozen Waffles 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 Frozen Waffles market.

Latin American Frozen Waffles 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 Frozen Waffles 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 Frozen

Waffles 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 Frozen Waffles markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive LandscapeHow Frozen Waffles 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 Kellogg Company, General Mills, Inc., The Hain Celestial Group, Inc., PepsiCo, Inc., Van's Foods, Conagra Brands, Inc., Nature's Path Foods, Inc., Birch Benders, LLC, Trader Joe's Company, Julian's Recipe, LLC.

## Frozen Waffles Market Scope

### Leading Segments

#### By Type

##### Homestyle Waffle

##### Flavored Waffle

##### Health and Wellness Waffles

#### By Ingredient

##### Whole Wheat

##### Whole Oat Flour

##### Brown Rice Flour

##### Others

## By Packaging

Less than 100 g

Above 100 g

## By Serving Size

2 Waffle

4 Waffle

Others

## By Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Specialist Retailers

Online

Others

## Leading Companies

Kellogg Company

General Mills, Inc.

The Hain Celestial Group, Inc.

PepsiCo, Inc.

Van's Foods

Conagra Brands, Inc.

Nature's Path Foods, Inc.

Birch Benders, LLC

Trader Joe's Company

Julian's Recipe, LLC

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.

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## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Frozen Waffles Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Frozen Waffles Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL FROZEN WAFFLES MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Frozen Waffles Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. FROZEN WAFFLES MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

### **By Type**

Homestyle Waffle

Flavored Waffle

Health and Wellness Waffles

### **By Ingredient**

Whole Wheat

Whole Oat Flour

Brown Rice Flour

Others

### **By Packaging**

Less than 100 g

Above 100 g

### **By Serving Size**

## **2 WAFFLE**

## **4 WAFFLE**

Others

### **By Distribution Channel**

Supermarkets and Hypermarkets

Convenience Stores

Specialist Retailers

Online

Others

## **6. GLOBAL FROZEN WAFFLES MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

6.1 Low Growth Scenario

6.2 Base/Reference Case

6.3 High Growth Scenario

## **6. NORTH AMERICA FROZEN WAFFLES MARKET SIZE OUTLOOK**

6.1 Key Market Statistics, 2024

6.2 North America Frozen Waffles Market Trends and Growth Opportunities

6.2.1 North America Frozen Waffles Market Outlook by Type

6.2.2 North America Frozen Waffles Market Outlook by Application

6.3 North America Frozen Waffles Market Outlook by Country

6.3.1 The US Frozen Waffles Market Outlook, 2021- 2032

6.3.2 Canada Frozen Waffles Market Outlook, 2021- 2032

6.3.3 Mexico Frozen Waffles Market Outlook, 2021- 2032

## **7. EUROPE FROZEN WAFFLES MARKET SIZE OUTLOOK**

7.1 Key Market Statistics, 2024

7.2 Europe Frozen Waffles Market Trends and Growth Opportunities

7.2.1 Europe Frozen Waffles Market Outlook by Type

7.2.2 Europe Frozen Waffles Market Outlook by Application

7.3 Europe Frozen Waffles Market Outlook by Country

7.3.2 Germany Frozen Waffles Market Outlook, 2021- 2032

7.3.3 France Frozen Waffles Market Outlook, 2021- 2032

7.3.4 The UK Frozen Waffles Market Outlook, 2021- 2032

7.3.5 Spain Frozen Waffles Market Outlook, 2021- 2032

7.3.6 Italy Frozen Waffles Market Outlook, 2021- 2032

7.3.7 Russia Frozen Waffles Market Outlook, 2021- 2032

7.3.8 Rest of Europe Frozen Waffles Market Outlook, 2021- 2032

## **8. ASIA PACIFIC FROZEN WAFFLES MARKET SIZE OUTLOOK**

8.1 Key Market Statistics, 2024

## 8.2 Asia Pacific Frozen Waffles Market Trends and Growth Opportunities

### 8.2.1 Asia Pacific Frozen Waffles Market Outlook by Type

### 8.2.2 Asia Pacific Frozen Waffles Market Outlook by Application

## 8.3 Asia Pacific Frozen Waffles Market Outlook by Country

### 8.3.1 China Frozen Waffles Market Outlook, 2021- 2032

### 8.3.2 India Frozen Waffles Market Outlook, 2021- 2032

### 8.3.3 Japan Frozen Waffles Market Outlook, 2021- 2032

### 8.3.4 South Korea Frozen Waffles Market Outlook, 2021- 2032

### 8.3.5 Australia Frozen Waffles Market Outlook, 2021- 2032

### 8.3.6 South East Asia Frozen Waffles Market Outlook, 2021- 2032

### 8.3.7 Rest of Asia Pacific Frozen Waffles Market Outlook, 2021- 2032

## 9. SOUTH AMERICA FROZEN WAFFLES MARKET SIZE OUTLOOK

### 9.1 Key Market Statistics, 2024

## 9.2 South America Frozen Waffles Market Trends and Growth Opportunities

### 9.2.1 South America Frozen Waffles Market Outlook by Type

### 9.2.2 South America Frozen Waffles Market Outlook by Application

## 9.3 South America Frozen Waffles Market Outlook by Country

### 9.3.1 Brazil Frozen Waffles Market Outlook, 2021- 2032

### 9.3.2 Argentina Frozen Waffles Market Outlook, 2021- 2032

### 9.3.3 Rest of South and Central America Frozen Waffles Market Outlook, 2021- 2032

## 10. MIDDLE EAST AND AFRICA FROZEN WAFFLES MARKET SIZE OUTLOOK

### 10.1 Key Market Statistics, 2024

## 10.2 Middle East and Africa Frozen Waffles Market Trends and Growth Opportunities

### 10.2.1 Middle East and Africa Frozen Waffles Market Outlook by Type

### 10.2.2 Middle East and Africa Frozen Waffles Market Outlook by Application

## 10.3 Middle East and Africa Frozen Waffles Market Outlook by Country

### 10.3.1 Saudi Arabia Frozen Waffles Market Outlook, 2021- 2032

### 10.3.2 The UAE Frozen Waffles Market Outlook, 2021- 2032

### 10.3.3 Rest of Middle East Frozen Waffles Market Outlook, 2021- 2032

### 10.3.4 South Africa Frozen Waffles Market Outlook, 2021- 2032

### 10.3.5 Egypt Frozen Waffles Market Outlook, 2021- 2032

### 10.3.6 Rest of Africa Frozen Waffles Market Outlook, 2021- 2032

## 11. COMPANY PROFILES

## 11.1 Leading 10 Companies

Kellogg Company

General Mills, Inc.

The Hain Celestial Group, Inc.

PepsiCo, Inc.

Van's Foods

Conagra Brands, Inc.

Nature's Path Foods, Inc.

Birch Benders, LLC

Trader Joe's Company

Julian's Recipe, LLC

## 11.2 Overview

## 11.3 Products and Services

## 11.4 SWOT Profile

# 12. APPENDIX

## 12.1 Subscription Options

## 12.2 Customization Options

## 12.3 Publisher Details

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