Global Market Study on Frozen Food: Frozen Ready Meals to be the Largest Segment by 2020

Description: Busy life schedule is influencing consumers to shift their dietary preferences towards ready-to-eat food products. Hence, frozen foods have become an important part of modern diet. Freezing or refrigeration allows consumers to have access to foods which were either unavailable or available only during particular season. Also, freezing helps the consumers to preserve their food products for future use. Availability of wide range of frozen food products in different food categories is a major factor driving the global frozen food market. Other driving factors are changing customer purchasing pattern and increasing urban population. Additionally, increasing number of working women is driving the global frozen food market. Majority of working women in the western countries don't cook food at home. According to U.S. Department of Labor in 2013, there were 127.1 million working women in the U.S. which is expected to reach 202.0 million by 2022. Europe has the largest market share for frozen food, followed by North America and Asia Pacific. In Asia Pacific, economic developments paired with increasing urbanization and disposable income are some factors driving the frozen food market in the Asia-Pacific region. Owing to these factors, Asia Pacific is expected to witness highest growth in the forecasted period.

Demanding work culture in cities mostly results in increased work time, which makes it difficult for consumers to spend time cooking food at home. Hectic lifestyles have forced consumers to opt for ready-to-eat meals or other ready-to-eat food items. Frozen food helps customers enjoy tasty food, with less time taken for its preparation and consumption. Due to hectic lifestyles, consumers have limited time to prepare a proper meal. Frozen food saves the time spent cooking. Moreover, food once cooked can be kept for future use. Additionally, frozen food gives consumers the opportunity to enjoy any seasonal fruit, vegetable or any regional dish throughout the year. Fruits and vegetables are plucked, frozen, and transported across the globe. Scottish raspberries, harvested late May to late September, and English strawberries, harvested late December to late July, are some such fruits that are available throughout the year.

The Competitive Landscape section of the frozen food market report includes companies market share in different countries included in the report. Also includes the global market share of the top players. The report also includes distribution channel section which provides an insight on the distribution channels and their market share in different countries and at global level. Some of the major players in the Frozen Food market are Nestlé S.A., Ajinomoto Co., Inc, Kraft Foods Group, Inc., ConAgra Foods, Inc., General Mills, Inc., H. J. Heinz Company, Tyson Foods, Inc., Unilever PLC, Maple Leaf Foods Inc. and Pinnacle Foods Inc. The company profiles include attributes such as company overview, products and services, financial performance and recent developments.

Key points covered in the report

The report provides historic, present and forecasted market size, analysis, trend, share, and growth

The report segments the market on the basis of product by volume (million kg) and by value (USD million) for all geography

The report covers geographic segmentation
North America (U.S. and Canada)
Europe (France, Germany, Italy, U.K. and Spain)
Asia Pacific (China, India and Japan)
RoW (Brazil)

The report provides company profiles of some of the leading companies operating in the market

The report also provides porters five forces analysis of the market

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