

Europe Frozen Food Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Type (Frozen Desserts; Frozen Bakery; Frozen Meat, Poultry, and Seafood; Frozen Ready Meals; Frozen Snacks and Appetizers; and Others) and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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AVAILABLE LICENSES:

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

Report description:

The frozen food market in Europe is expected to grow from US\$ 86.62 billion in 2022 to US\$ 117.250 billion by 2028; it is estimated to grow at a CAGR of 5.2% from 2022 to 2028.

Rise in e-commerce is the major factor driving the growth of the Europe frozen food market. In recent years, there has been a massive transformation in the organized retail sector in many countries in the region. E-commerce has led to considerable changes in the way people shop and spend their money. The increasing penetration of smartphones and the internet, easy access to emerging technologies, a surge in purchasing power, and convenience provided by online retail platforms (in terms of shopping from anywhere at any time) are among the key factors bolstering e-commerce. Further, people are increasingly preferring online retail platforms for purchasing frozen foods. The online sales of food and beverages rose significantly during the COVID-19 pandemic due to the shutdown of brick-and-mortar stores and the imposition of social restrictions by governments. As people's movement was constrained by lockdowns and they were compelled to work from their homes, there was a substantial shift to online shopping. Moreover, attractive discounts, wide availability of different brands on a single platform, and home delivery options drive consumers' focus toward online shopping. With this, manufacturers of frozen foods, including Kellogg's Company and Conagra Brands, have begun enlarging their online presence by selling their products through well-known e-commerce platforms, such as Amazon.com, Lidl, and Walmart.

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Europe Frozen Food Market Segmentation

The Europe frozen food market is segmented on the basis of type, distribution channel, and country. Based on type, the market is segmented into frozen desserts; frozen bakery; frozen meat, poultry, and seafood; frozen ready meals; frozen snacks and appetizers; and others. The meat, poultry, and seafood segment is expected to hold the largest market share during the forecast period. Based on distribution, the Europe frozen food market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The online retail segment is projected to register the highest CAGR in the market due to convenience associated with online buying and product delivery options. Based on country, the Europe frozen food market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe held the largest market share in 2022.

Bellisio Foods, Inc.; Bonduelle Group; General Mills; Kellogg's Company; McCain Foods Limited; Nestle S.A.; The Kraft Heinz Company; and Tyson Foods, Inc. are among the leading companies in the frozen food market in Europe.

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