

Europe Frozen Food Market Report and Forecast 2023-2028

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Report description:

Europe Frozen Food Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Europe frozen food market attained a value of USD 68.14 billion in 2022. Aided by the increasing demand for convenience food items and a growing focus on healthy dietary choices, the market is projected to further grow at a CAGR of 2.7% between 2023 and 2028 to reach a value of USD 80.22 billion by 2028.

Frozen food refers to products that have been subjected to freezing processes to preserve their nutritional content and extend their shelf life. Frozen foods include a wide range of items, such as fruits and vegetables, ready meals, meat and poultry, seafood, and bakery products, among others. Frozen food products are stored in controlled temperatures to maintain their quality and prevent spoilage, ensuring that the end consumers receive safe and nutritious products.

The Europe frozen food market growth is primarily driven by the increasing demand for convenience food items, as busy lifestyles and rising urbanisation have led to a surge in the need for quick and easy meal options. Frozen food products, with their longer shelf life and minimal preparation time, cater to this demand effectively, making them a popular choice among time-pressed consumers.

Another factor contributing to the Europe frozen food market expansion is the rising focus on healthy dietary choices. With growing health awareness, consumers are increasingly seeking nutritious and balanced food options. Frozen food manufacturers have responded to this trend by introducing a variety of products with higher nutritional content, such as frozen fruits and vegetables, whole grain-based ready meals, and organic and plant-based frozen food products. This shift towards healthier frozen food offerings has helped to expand the market further.

Additionally, the expanding retail landscape in Europe, including the growth of supermarkets, hypermarkets, and online retail channels, has facilitated the easy availability and accessibility of frozen food products to a larger consumer base. The increasing number of private label frozen food products and attractive promotional strategies employed by retailers have further fuelled the Europe frozen food market demand.

With the rising demand for sustainable and eco-friendly packaging solutions, the frozen food industry in Europe has witnessed a growing emphasis on the use of recyclable and biodegradable materials for packaging. These initiatives not only help in reducing the environmental impact of frozen food packaging but also cater to the sustainability-conscious consumers, further propelling the

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Europe frozen food market growth.

Market Segmentation

The market can be divided based on product, type, end use and country.

Market Breakup by Product

- Frozen Ready Meals
- Frozen Fish and Seafood
- Frozen Meat and Poultry
- Frozen Fruits and Vegetables
- Frozen Baked Goods
- Frozen Pizza
- Others

Market Breakup by Type

- Raw Material
- Half-Cooked
- Ready-to-Eat

Market Breakup by End Use

- Retail
- Food Service

Market Breakup by Country

- Germany
- United Kingdom
- France
- Italy
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the Europe frozen food companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- FRoSTA AG
- McCain Foods Limited
- Nestle SA
- Nomad Foods Europe Limited
- Congelados Cientocinco, S.L
- Dr. August Oetker Nahrungsmittel KG
- Others

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Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Snapshot
 - 6.1 Europe
- 7 Industry Opportunities and Challenges
- 8 Europe Frozen Food Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Europe Frozen Food Historical Market (2018-2022)
 - 8.3 Europe Frozen Food Market Forecast (2023-2028)
 - 8.4 Europe Frozen Food Market by Product
 - 8.4.1 Frozen Ready Meals
 - 8.4.1.1 Market Share
 - 8.4.1.2 Historical Trend (2018-2022)
 - 8.4.1.3 Forecast Trend (2023-2028)
 - 8.4.2 Frozen Fish and Seafood
 - 8.4.2.1 Market Share
 - 8.4.2.2 Historical Trend (2018-2022)
 - 8.4.2.3 Forecast Trend (2023-2028)
 - 8.4.3 Frozen Meat and Poultry
 - 8.4.3.1 Market Share
 - 8.4.3.2 Historical Trend (2018-2022)
 - 8.4.3.3 Forecast Trend (2023-2028)
 - 8.4.4 Frozen Fruits and Vegetables
 - 8.4.4.1 Market Share
 - 8.4.4.2 Historical Trend (2018-2022)
 - 8.4.4.3 Forecast Trend (2023-2028)
 - 8.4.5 Frozen Baked Goods
 - 8.4.5.1 Market Share
 - 8.4.5.2 Historical Trend (2018-2022)
 - 8.4.5.3 Forecast Trend (2023-2028)
 - 8.4.6 Frozen Pizza
 - 8.4.6.1 Market Share
 - 8.4.6.2 Historical Trend (2018-2022)
 - 8.4.6.3 Forecast Trend (2023-2028)

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- 8.4.7 Others
- 8.5 Europe Frozen Food Market by Type
 - 8.5.1 Raw Material
 - 8.5.1.1 Market Share
 - 8.5.1.2 Historical Trend (2018-2022)
 - 8.5.1.3 Forecast Trend (2023-2028)
 - 8.5.2 Half-Cooked
 - 8.5.2.1 Market Share
 - 8.5.2.2 Historical Trend (2018-2022)
 - 8.5.2.3 Forecast Trend (2023-2028)
 - 8.5.3 Ready-to-Eat
 - 8.5.3.1 Market Share
 - 8.5.3.2 Historical Trend (2018-2022)
 - 8.5.3.3 Forecast Trend (2023-2028)
- 8.6 Europe Frozen Food Market by End Use
 - 8.6.1 Retail
 - 8.6.1.1 Market Share
 - 8.6.1.2 Historical Trend (2018-2022)
 - 8.6.1.3 Forecast Trend (2023-2028)
 - 8.6.2 Food Service
 - 8.6.2.1 Market Share
 - 8.6.2.2 Historical Trend (2018-2022)
 - 8.6.2.3 Forecast Trend (2023-2028)
- 8.7 Europe Frozen Food Market by Country
 - 8.7.1 Market Share
 - 8.7.1.1 United Kingdom
 - 8.7.1.2 Germany
 - 8.7.1.3 France
 - 8.7.1.4 Italy
 - 8.7.1.5 Others
- 9 Regional Analysis
 - 9.1 United Kingdom
 - 9.1.1 Historical Trend (2018-2022)
 - 9.1.2 Forecast Trend (2023-2028)
 - 9.2 Germany
 - 9.2.1 Historical Trend (2018-2022)
 - 9.2.2 Forecast Trend (2023-2028)
 - 9.3 France
 - 9.3.1 Historical Trend (2018-2022)
 - 9.3.2 Forecast Trend (2023-2028)
 - 9.4 Italy
 - 9.4.1 Historical Trend (2018-2022)
 - 9.4.2 Forecast Trend (2023-2028)
- 10 Market Dynamics
 - 10.1 SWOT Analysis
 - 10.1.1 Strengths
 - 10.1.2 Weaknesses

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- 10.1.3 Opportunities
- 10.1.4 Threats
- 10.2 Porter's Five Forces Analysis
 - 10.2.1 Supplier's Power
 - 10.2.2 Buyers Power
 - 10.2.3 Threat of New Entrants
 - 10.2.4 Degree of Rivalry
 - 10.2.5 Threat of Substitutes
- 10.3 Key Indicators for Demand
- 10.4 Key Indicators for Price
- 11 Value Chain Analysis
- 12 Competitive Landscape
 - 12.1 Market Structure
 - 12.2 Company Profiles
 - 12.2.1 FRoSTA AG
 - 12.2.1.1 Company Overview
 - 12.2.1.2 Product Portfolio
 - 12.2.1.3 Demographic Reach and Achievements
 - 12.2.1.4 Certifications
 - 12.2.2 McCain Foods Limited
 - 12.2.2.1 Company Overview
 - 12.2.2.2 Product Portfolio
 - 12.2.2.3 Demographic Reach and Achievements
 - 12.2.2.4 Certifications
 - 12.2.3 Nestle SA
 - 12.2.3.1 Company Overview
 - 12.2.3.2 Product Portfolio
 - 12.2.3.3 Demographic Reach and Achievements
 - 12.2.3.4 Certifications
 - 12.2.4 Nomad Foods Europe Limited
 - 12.2.4.1 Company Overview
 - 12.2.4.2 Product Portfolio
 - 12.2.4.3 Demographic Reach and Achievements
 - 12.2.4.4 Certifications
 - 12.2.5 Congelados Cientocinco, S.L.
 - 12.2.5.1 Company Overview
 - 12.2.5.2 Product Portfolio
 - 12.2.5.3 Demographic Reach and Achievements
 - 12.2.5.4 Certifications
 - 12.2.6 Dr. August Oetker Nahrungsmittel KG
 - 12.2.6.1 Company Overview
 - 12.2.6.2 Product Portfolio
 - 12.2.6.3 Demographic Reach and Achievements
 - 12.2.6.4 Certifications
 - 12.2.7 Others
- 13 Industry Events and Developments

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