

Global Packaged Burgers Market Report and Forecast 2024-2032

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Report description:

Global Packaged Burgers Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global packaged burgers market is projected to grow at a CAGR of 8.2% between 2024 and 2032. Aided by the surging demand for convenient, ready-to-eat food products and the rapid proliferation of quick-service restaurants globally, the market is expected to grow significantly by 2032.

Packaged burgers, which comprise partially or fully prepared burger patties that are usually frozen or refrigerated, have gained significant traction amongst urban consumers due to their convenience and time-saving attributes. These burgers are typically used by consumers who seek a quick meal solution without the extensive preparation time. They are also heavily utilised by fast-food chains, which further boosts their demand.

A major factor driving the global packaged burgers market growth is the contemporary fast-paced lifestyle, which has generated a surge in demand for ready-to-eat meals. Consumers, especially in metropolitan areas, are constantly on the lookout for meal options that are both quick to prepare and delicious, leading to the rising popularity of packaged burgers. The versatility of burgers, accommodating various dietary preferences like vegetarian, vegan, and flexitarian diets, has also contributed to their market growth.

Moreover, advancements in food preservation technology and packaging solutions are some of the crucial packaged burgers market trends that have ensured that these burgers maintain their taste, texture, and nutritional content, furthering their appeal to consumers. Innovations in flavours, such as the introduction of gourmet or ethnically inspired burger variants, have attracted a wider range of consumers, thereby amplifying sales.

The thriving quick-service restaurant (QSR) industry significantly influences the packaged burgers market. With international fast-food giants expanding their global footprint, there's a consistent demand for high-quality, standardised burger patties. As per the packaged burgers market analysis, these chains rely heavily on packaged burgers to maintain uniformity in taste and presentation across multiple outlets worldwide.

In addition to traditional meat-based burgers, the increasing demand for plant-based and alternative protein burgers presents a lucrative opportunity for market expansion. Driven by health consciousness, concerns over animal welfare, and environmental considerations, consumers are actively seeking meat alternatives. Recognising this trend, manufacturers are introducing

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innovative products, such as soy-based, mushroom-based, and lab-grown meat burgers, which further increase the value of the packaged burgers market size.

Market Segmentation □

The market can be divided based on product and region.

Market Breakup by Product

- Frozen Burgers
- Chilled Burgers
- Fresh Burgers

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global packaged burgers market. Some of the major players explored in the report by Expert Market Research are as follows:

- Beyond Meat, Inc. (NASDAQ: BYND)
- BUBBA foods LLC
- Kellogg's Company
- Paragon Quality Foods Ltd.
- The Kraft Heinz Co.
- Others

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