

**South & Central America Frozen Entree Market Forecast to 2030- Regional Analysis-
by Type [Meat-Based Entrees and Plant-Based Entrees (Plant-Based Meat Entrees,
Sweet Potato Entrees, Vegetable Entrees, and Others)], Category (Organic and
Conventional), Distribution Channel (Supermarkets & Hypermarkets, Convenience
Stores, Online Retail, and Others).**

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Report description:

The South & Central America frozen entree market is expected to grow from US\$ 1,936.39 million in 2022 to US\$ 2,955.42 million by 2030. It is estimated to grow at a CAGR of 5.4% from 2022 to 2030.

Flourishing E-Commerce Industry Fuel the South & Central America Frozen Entree Market

In recent years, the emergence of e-commerce has revolutionized consumer shopping and spending habits. Smartphone and internet penetration, emerging technologies, rising purchasing power, and convenience provided by online retail shopping platforms from anywhere at any time are among the key factors favoring the e-commerce industry. However, people increasingly prefer online retail platforms for purchasing frozen food products such as frozen entree.

Heavy discounts, wide availability of brands under one roof, and home delivery options are the key factors driving consumers' focus toward online shopping. The rising penetration of e-commerce across different geographies prompted manufacturers of frozen entree such as Kellogg's Company, Conagra Brands, and Nestle SA to expand their online presence by selling their products through well-known e-commerce platforms such as Amazon, Lidl, and Walmart. This factor contributes to the growth of the South & Central America frozen entree market by eliminating the dependency on offline retail stores.

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South & Central America Frozen Entree Market Overview

The South & Central America Frozen Entree Market is segmented into Brazil, Argentina, and the Rest of South & Central America. The frozen meat & poultry-based food products industry is a significant revenue-generating industry in the region. Red meat, poultry, and pork are popular in Brazil and Argentina. According to the US Department of Agriculture, in 2019, beef exports in Brazil reached US\$ 7.57 billion, followed by chicken with US\$ 6.90 billion, and pork reached US\$ 1.58 billion. Hence, frozen foods such as frozen meals, frozen snacks, and other frozen baked goods exports in the region have expanded significantly, generating considerable revenue. The demand for frozen food products, such as frozen meat and poultry, snacks, and ready meals, is also rising due to the rapidly transforming retail sector, increasing consumer access to different frozen food brands, and improving consumer lifestyles. Major retailers such as Walmart and Grupo DMA Distribuidora are increasing their cold storage capacities to cater to the rising demand for frozen products, including frozen entrees, which is expected to boost the South & Central America Frozen Entree Market growth over the forecast period. Conagra Brands, Inc; The Kraft Heinz Company; McCain Foods, Inc; and Tyson Foods, Inc. are among the prominent frozen entree manufacturers operating actively in South & Central America. They provide a wide range of frozen food products. Thus, the presence of major frozen entree manufacturers in the region is driving the market growth.

South & Central America Frozen Entree Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Frozen Entree Market Segmentation

The South & Central America frozen entree market is segmented into type, category, distribution channel, and country.

Based on type, the South & Central America frozen entree market is bifurcated into meat based entrees and plant-based entrees. The plant-based entrees segment is further categorized into sweet potato entrees, plant-based meat entrees, vegetable entrees, and other plant-based entrees. The meat-based entrees segment held a largest share of the South & Central America frozen entree market in 2022.

Based on category, the South & Central America frozen entree market is segmented into organic and conventional. The conventional segment held the larger share of the South & Central America frozen entree market in 2022.

Based on distribution channel, the South & Central America frozen entree market is segmented into Supermarkets and hypermarkets, convenience stores, online retail, and others. The convenience Stores segment held the largest share of the South & Central America frozen entree market in 2022.

Based on country, the South & Central America frozen entree market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America frozen entree market in 2022.

Impossible Foods Inc, Kellogg Co, Conagra Brands Inc, Nestle SA, Del Monte Foods Inc, Mars Inc, and Amy's Kitchen Inc are some of the leading companies operating in the South & Central America frozen entree market.

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