

Frozen Romaine Market By Form (Frozen Romaine Hearts, Frozen Chopped Romaine, Frozen Whole Romaine Heads) , By End Use (Restaurants & Hotels, Household Consumption) By Distribution Channel (Specialty Grocers, Supermarkets/Hypermarkets, Online Channels) : Global Opportunity Analysis and Industry Forecast, 2024-2034

Market Report | 2024-07-01 | 340 pages | Allied Market Research

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Report description:

The frozen romaine market was valued at \$645.2 million in 2023, and is projected to reach \$879.1 million by 2034, growing at a CAGR of 3% from 2024 to 2034.

Frozen romaine refers to romaine lettuce that is processed and preserved through freezing to retain its essential vitamins & minerals and preserve freshness. Freezing romaine lettuce involves blanching the leaves, followed by rapid freezing to maintain quality. This method of preservation extends the shelf life of the lettuce, making it convenient for use in various culinary applications without the immediate need for fresh produce.

The growth of the global frozen romaine market is driven by increase in demand for frozen romaine from commercial kitchens, food manufacturers, and consumers seeking an easy way to incorporate greens into their diet year-round. Moreover, rise in popularity of convenience and ready-to-cook products due to increasing workforce and hectic lifestyle fosters the demand for frozen romaine products that save time and effort in meal preparation. In addition, shift in preference toward frozen food is notably contributing to the market growth. This is attributed to the fact that the freezing process can help reduce the risk of contamination, providing a safer option compared to fresh produce that may carry pathogens. Increase in awareness of food wastage and rise in sustainability trend drive consumers toward products that offer longer shelf life and reduced waste, thus fostering the market growth. However, rise in awareness about the health concerns associated with frozen food coupled with increase in consumer preference toward fresh produce for its taste and texture act as key deterrent factors of the market. Recent findings determined that blanching and freezing processes can cause a drop of 10-80% of vitamin C content of certain vegetables,

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with an average nutrient loss of around 50%. Furthermore, high cost associated with storage and transportation as well as logistical challenges significantly hamper the market growth. On the contrary, advancements in freezing and packaging technologies that help to maintain the quality and shelf life of frozen hake are expected to offer remunerative opportunities for the growth of the market during the forecast period. Moreover, year-round reliable supply of frozen romaine overcomes the limitations of seasonal availability, which is expected to open new avenues for the market growth.

The global frozen romaine market is segmented into form, end use, distribution channel, and region. On the basis of form, the market is divided into frozen romaine hearts, frozen chopped romaine, and frozen whole romaine heads. By end use, it is segregated restaurants & hotels and household consumption. Depending on distribution channel, it is classified into specialty grocers, supermarkets/hypermarkets, and online channels. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of form, the frozen romaine hearts segment is expected to dominate the market by 2034.

By end use, the restaurants & hotels segment is anticipated to exhibit notable growth during the forecast period.

Depending on distribution channel, the specialty grocers segment is projected to gain high prominence in the coming years.

Region wise, North America is likely to lead the frozen romaine market in the near future.

Competition Analysis

Competitive analysis and profiles of the major players in the global Frozen Romaine Market include Dole Food Company, Fresh Del Monte Produce Inc., Bonduelle Group, Greenyard, Ardo Group, Birds Eye, McCain Foods, Hain Celestial Group, Pinguin, and Findus Group. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Key Market Segments

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By Form

- Frozen Romaine Hearts
- Frozen Chopped Romaine
- Frozen Whole Romaine Heads

By End Use

- Restaurants Hotels
- Household Consumption

By Distribution Channel

- Specialty Grocers
- Supermarkets/Hypermarkets
- Online Channels

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- France
- Germany
- Italy
- Spain
- UK
- Russia
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Thailand
- Malaysia
- Indonesia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- South Africa
- Saudi Arabia
- UAE
- Argentina
- Rest of LAMEA
- Key Market Players
- Dole Food Company
- Fresh Del Monte Produce Inc.
- Bonduelle Group
- Greenyard
- Ardo Group

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- Birds Eye
- McCain Foods
- Hain Celestial Group
- Pinguin
- Findus Group

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