

North America Canned And Ambient Food Market Forecast 2025-2032

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KEY FINDINGS

The North America canned and ambient food market is anticipated to rise with a CAGR of 5.35% over the forecast years of 2025 to 2032. The growth of the canned and ambient food market in North America is driven by shifting consumer preferences towards convenient and long-lasting food options.

MARKET INSIGHTS

The increasing demand for ready-to-eat meals, coupled with busy lifestyles, has further propelled the popularity of canned goods. Additionally, advancements in canning technology ensure higher nutrient retention and enhanced flavor, appealing to health-conscious consumers. The rising awareness of food waste reduction also boosts demand, as canned foods offer extended shelf lives. Furthermore, the prevalence of food insecurity in parts of the region has encouraged bulk purchasing of affordable, non-perishable goods, contributing to market expansion.

REGIONAL ANALYSIS

The North America canned and ambient food market growth assessment comprises a detailed study of the United States and Canada.

The canned and ambient food market in the United States is experiencing steady growth due to increasing consumer demand for convenient, shelf-stable food options that fit busy lifestyles. The popularity of ready-to-eat meals and premium-quality canned products, including organic and low-sodium options, has surged, driven by health-conscious consumers. However, manufacturers face challenges such as strict regulatory standards from the FDA and USDA, including labeling requirements and food safety inspections.

Additionally, fluctuating raw material costs and supply chain disruptions impact production efficiency and the manufacturing of high-quality canned goods. The emphasis on reducing sodium and preservatives in canned foods to meet consumer preferences is driving innovation. The United States canned and ambient food market is further supported by the robust distribution network, including e-commerce platforms and supermarkets, enhancing product accessibility. The growing preference for plant-based canned options and ethnic cuisines represents emerging opportunities for market players, as well.

On the other hand, the Canadian canned and ambient food industry is growing due to rising consumer interest in long-lasting, convenient food products, especially in remote and rural regions where fresh produce access is limited. The demand for locally sourced and sustainably produced canned goods has seen a notable uptick, aligning with environmentally conscious consumer values. Government initiatives promoting food security and emergency preparedness also drive market growth.

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However, Canadian manufacturers must navigate stringent regulations under the Canadian Food Inspection Agency (CFIA), including food safety compliance and bilingual labeling requirements. Challenges such as increasing transportation costs and supply chain constraints, especially during harsh winters, impact operations. The market is further shaped by changing dietary preferences, with higher demand for canned legumes, soups, and organic vegetables.

SEGMENTATION ANALYSIS

The North America canned and ambient food market is segmented into type, application, and distribution channel. The distribution channel category is further segmented into supermarkets/hypermarkets, convenience stores, e-commerce, and other distribution channels.

Supermarkets and hypermarkets dominate the distribution channel for canned and ambient food manufacturers in North America, driven by their widespread presence and ability to offer a vast selection of products under one roof. This segment benefits from consumer preferences for physical shopping, where buyers can compare brands, prices, and quality.

In 2023, supermarkets/hypermarkets accounted for over 45% of canned food sales in the United States, owing to chains like Walmart, Kroger, and Costco, which cater to both budget-conscious and premium-seeking customers. Hypermarkets are increasingly integrating private-label canned goods, offering cost-effective alternatives that appeal to price-sensitive shoppers. In Canada, grocery giants such as Loblaws and Sobeys are expanding their footprint, further boosting sales of ambient foods. Promotional strategies like discounts and in-store sampling also enhance consumer engagement, driving foot traffic. The segment's growth is further supported by partnerships with sustainable and local food producers, reflecting the region's evolving consumer trends towards ethical and eco-friendly purchasing.

COMPETITIVE INSIGHTS

Some of the top players operating in the North America canned and ambient food market include B&G Foods Inc, Century Pacific Food Inc, Conagra Brands Inc, Kellogg's Co, etc.

Conagra Brands Inc, headquartered in Chicago, Illinois, is a leading packaged foods company with operations across North America. The company operates through several business segments, including frozen, refrigerated, snacks, and shelf-stable products. Conagra serves markets across the United States, Canada, and Mexico, catering to retail, food service, and e-commerce channels.

In the canned and ambient food market, Conagra's product portfolio includes well-known brands like Hunt's, Chef Boyardee, and Healthy Choice. These products range from canned vegetables and soups to pasta and ready-to-eat meals. The company emphasizes innovation, offering organic, preservative-free, and health-focused options to meet diverse consumer demands.

Table of Contents:

TABLE OF CONTENTS

1. RESEARCH SCOPE & METHODOLOGY

1.1. STUDY OBJECTIVES

1.2. METHODOLOGY

1.3. ASSUMPTIONS & LIMITATIONS

2. EXECUTIVE SUMMARY

2.1. MARKET SIZE & ESTIMATES

2.2. MARKET OVERVIEW

2.3. SCOPE OF STUDY

2.4. CRISIS SCENARIO ANALYSIS

2.5. MAJOR MARKET FINDINGS

2.5.1. HIGH PREFERENCE FOR READY-TO-EAT AND CONVENIENT FOOD PRODUCTS

2.5.2. SIGNIFICANT PENETRATION OF PRIVATE-LABEL BRANDS

2.5.3. RISING DEMAND FOR SUSTAINABLE AND RECYCLABLE PACKAGING

2.5.4. INCREASED CONSUMPTION DRIVEN BY EMERGENCY PREPAREDNESS TRENDS

3. MARKET DYNAMICS

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- 3.1. KEY DRIVERS
 - 3.1.1. INCREASING DEMAND FOR LONG-SHELF-LIFE FOOD PRODUCTS
 - 3.1.2. RISING URBANIZATION AND CHANGING LIFESTYLES
 - 3.1.3. EXPANDING RETAIL SECTOR AND E-COMMERCE PLATFORMS
- 3.2. KEY RESTRAINTS
 - 3.2.1. GROWING PREFERENCE FOR FRESH AND ORGANIC FOOD
 - 3.2.2. CONCERNS OVER NUTRITIONAL VALUE AND ADDITIVES IN CANNED FOODS
 - 3.2.3. FLUCTUATIONS IN RAW MATERIAL PRICES
- 4. KEY ANALYTICS
 - 4.1. PARENT MARKET ANALYSIS - FOOD AND BEVERAGE INDUSTRY
 - 4.2. KEY MARKET TRENDS
 - 4.2.1. INTRODUCTION OF HEALTH-FOCUSED AND LOW-PRESERVATIVE CANNED FOODS
 - 4.2.2. EXPANSION OF SUSTAINABLE AND ECO-FRIENDLY PACKAGING SOLUTIONS
 - 4.2.3. INCREASED POPULARITY OF READY-TO-EAT AND CONVENIENT FOOD OPTIONS
 - 4.2.4. GROWTH IN PRIVATE-LABEL OFFERINGS BY RETAIL CHAINS
 - 4.3. PORTER'S FIVE FORCES ANALYSIS
 - 4.3.1. BUYERS POWER
 - 4.3.2. SUPPLIERS POWER
 - 4.3.3. SUBSTITUTION
 - 4.3.4. NEW ENTRANTS
 - 4.3.5. INDUSTRY RIVALRY
 - 4.4. GROWTH PROSPECT MAPPING
 - 4.5. MARKET MATURITY ANALYSIS
 - 4.6. MARKET CONCENTRATION ANALYSIS
 - 4.7. VALUE CHAIN ANALYSIS
 - 4.7.1. RAW MATERIAL SUPPLIERS
 - 4.7.2. PROCESSING AND MANUFACTURING
 - 4.7.3. PACKAGING AND LABELING
 - 4.7.4. DISTRIBUTION AND LOGISTICS
 - 4.7.5. RETAILERS AND E-COMMERCE PLATFORMS
 - 4.7.6. END CONSUMERS
 - 4.8. KEY BUYING CRITERIA
 - 4.8.1. PRODUCT SHELF LIFE AND PRESERVATION QUALITY
 - 4.8.2. NUTRITIONAL CONTENT AND HEALTH CONSIDERATIONS
 - 4.8.3. PACKAGING CONVENIENCE AND ECO-FRIENDLINESS
 - 4.8.4. PRICING AND BRAND REPUTATION
 - 4.9. REGULATORY FRAMEWORK AND COMPLIANCE BODIES
- 5. MARKET BY TYPE
 - 5.1. FRUIT AND VEGETABLE CANNING
 - 5.1.1. FRUIT CANNING
 - 5.1.2. VEGETABLE CANNING
 - 5.2. SPECIALTY CANNING
 - 5.2.1. CANNED BABY FOOD
 - 5.2.2. CANNED SOUPS
 - 5.2.3. OTHER CANNED SPECIALTY FOODS
 - 5.3. DRIED AND DEHYDRATED FOOD
 - 5.3.1. DEHYDRATED FRUITS

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- 5.3.2. DEHYDRATED MEAT PRODUCTS
- 5.3.3. DEHYDRATED VEGETABLES
- 5.3.4. OTHER DRIED AND DEHYDRATED FOOD
- 6. MARKET BY APPLICATION
 - 6.1. FOOD
 - 6.2. SNACKS
 - 6.3. INTERMEDIATE PRODUCTS
 - 6.4. CONDIMENTS
 - 6.5. OTHER APPLICATIONS
- 7. MARKET BY DISTRIBUTION CHANNEL
 - 7.1. SUPERMARKETS/HYPERMARKETS
 - 7.2. CONVENIENCE STORES
 - 7.3. E-COMMERCE
 - 7.4. OTHER DISTRIBUTION CHANNELS
- 8. GEOGRAPHICAL ANALYSIS
 - 8.1. NORTH AMERICA
 - 8.1.1. MARKET SIZE & ESTIMATES
 - 8.1.2. COUNTRY ANALYSIS
 - 8.1.2.1. UNITED STATES
 - 8.1.2.1.1. UNITED STATES CANNED AND AMBIENT FOOD MARKET SIZE & OPPORTUNITIES
 - 8.1.2.2. CANADA
 - 8.1.2.2.1. CANADA CANNED AND AMBIENT FOOD MARKET SIZE & OPPORTUNITIES
- 9. COMPETITIVE LANDSCAPE
 - 9.1. KEY STRATEGIC DEVELOPMENTS
 - 9.1.1. MERGERS & ACQUISITIONS
 - 9.1.2. PRODUCT LAUNCHES & DEVELOPMENTS
 - 9.1.3. PARTNERSHIPS & AGREEMENTS
 - 9.1.4. BUSINESS EXPANSIONS & DIVESTITURES
 - 9.2. COMPANY PROFILES
 - 9.2.1. AYAM BRAND
 - 9.2.1.1. COMPANY OVERVIEW
 - 9.2.1.2. SERVICE LIST
 - 9.2.1.3. STRENGTHS & CHALLENGES
 - 9.2.2. ASSOCIATED BRITISH FOODS PLC
 - 9.2.2.1. COMPANY OVERVIEW
 - 9.2.2.2. SERVICE LIST
 - 9.2.2.3. STRENGTHS & CHALLENGES
 - 9.2.3. BAXTERS FOOD GROUP LIMITED
 - 9.2.3.1. COMPANY OVERVIEW
 - 9.2.3.2. SERVICE LIST
 - 9.2.3.3. STRENGTHS & CHALLENGES
 - 9.2.4. BONDUELLE GROUP
 - 9.2.4.1. COMPANY OVERVIEW
 - 9.2.4.2. SERVICE LIST
 - 9.2.4.3. STRENGTHS & CHALLENGES
 - 9.2.5. CENTURY PACIFIC FOOD INC
 - 9.2.5.1. COMPANY OVERVIEW

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- 9.2.5.2. SERVICE LIST
- 9.2.5.3. STRENGTHS & CHALLENGES
- 9.2.6. CONAGRA BRANDS INC
 - 9.2.6.1. COMPANY OVERVIEW
 - 9.2.6.2. SERVICE LIST
 - 9.2.6.3. STRENGTHS & CHALLENGES
- 9.2.7. DEL MONTE PACIFIC LIMITED
 - 9.2.7.1. COMPANY OVERVIEW
 - 9.2.7.2. SERVICE LIST
 - 9.2.7.3. STRENGTHS & CHALLENGES
- 9.2.8. DOLE FOOD COMPANY
 - 9.2.8.1. COMPANY OVERVIEW
 - 9.2.8.2. SERVICE LIST
 - 9.2.8.3. STRENGTHS & CHALLENGES
- 9.2.9. GENERAL MILLS INC
 - 9.2.9.1. COMPANY OVERVIEW
 - 9.2.9.2. SERVICE LIST
 - 9.2.9.3. STRENGTHS & CHALLENGES
- 9.2.10. KELLOGG'S CO
 - 9.2.10.1. COMPANY OVERVIEW
 - 9.2.10.2. SERVICE LIST
 - 9.2.10.3. STRENGTHS & CHALLENGES
- 9.2.11. LA DORIA SPA
 - 9.2.11.1. COMPANY OVERVIEW
 - 9.2.11.2. SERVICE LIST
 - 9.2.11.3. STRENGTHS & CHALLENGES
- 9.2.12. NESTLE SA
 - 9.2.12.1. COMPANY OVERVIEW
 - 9.2.12.2. SERVICE LIST
 - 9.2.12.3. STRENGTHS & CHALLENGES
- 9.2.13. PREMIER FOODS GROUP LIMITED
 - 9.2.13.1. COMPANY OVERVIEW
 - 9.2.13.2. SERVICE LIST
 - 9.2.13.3. STRENGTHS & CHALLENGES
- 9.2.14. SENECA FOODS CORPORATION
 - 9.2.14.1. COMPANY OVERVIEW
 - 9.2.14.2. SERVICE LIST
 - 9.2.14.3. STRENGTHS & CHALLENGES
- 9.2.15. UNILEVER PLC
 - 9.2.15.1. COMPANY OVERVIEW
 - 9.2.15.2. SERVICE LIST
 - 9.2.15.3. STRENGTHS & CHALLENGES
- 9.2.16. THE KRAFT HEINZ COMPANY
 - 9.2.16.1. COMPANY OVERVIEW
 - 9.2.16.2. SERVICE LIST
 - 9.2.16.3. STRENGTHS & CHALLENGES

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