

France Frozen Food Market By Product (Frozen Fruits, Frozen Vegetables, Frozen Soup, Frozen Meat, Frozen Fish, Frozen Ready Meals), By Technique (Freezing Techniques & Equipment, Frozen Food Packaging), By Region, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-02-28 | 81 pages | TechSci Research

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Report description:

France Frozen Food Market was valued at USD 20.58 billion in 2024 and is anticipated to grow USD 31.01 billion by 2030 with a CAGR of 7.13% during forecast period. The France frozen food market is experiencing steady growth, driven by increasing consumer demand for convenience and ready-to-eat meals. Advancements in freezing technology have improved product quality, shelf life, and nutritional value. The market includes segments such as frozen vegetables, meat, seafood, bakery products, and ready meals. Health-conscious consumers are driving demand for organic and plant-based frozen options. Additionally, sustainability initiatives, such as eco-friendly packaging and reduced food waste, are shaping market trends. The rise of e-commerce and online grocery shopping further boosts sales. Key players focus on innovation, premium offerings, and expanding distribution networks to stay competitive.

Key Market Drivers

Convenience and Changing Lifestyles

One of the primary drivers of the frozen food market in France is the growing demand for convenience due to evolving consumer lifestyles. With increasingly busy schedules, French consumers are opting for quick and easy meal solutions that require minimal preparation time. Frozen foods, including ready-to-eat meals, frozen vegetables, and pre-cooked meats, provide a practical solution for individuals and families looking for nutritious yet time-efficient options. The rising number of working professionals, dual-income households, and urban dwellers has significantly contributed to the preference for frozen food over fresh alternatives, fueling market growth. Additionally, the ease of storage and long shelf life of frozen products reduce food wastage, making them a more sustainable option for consumers.

Key Market Challenges

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Consumer Perception and Preference for Fresh Food

One of the biggest challenges facing the frozen food market in France is the deep-rooted preference for fresh food. French consumers have a strong culinary tradition that values fresh, high-quality ingredients, which are often sourced from local markets and specialty stores. Many consumers still perceive frozen food as inferior in taste, texture, and nutritional value compared to fresh alternatives. This perception is particularly evident in categories such as seafood, vegetables, and bakery products, where freshness is highly valued. Despite advancements in freezing technology that help preserve food quality, changing consumer mindsets remains a challenge. Frozen food manufacturers must focus on educating consumers about the benefits of frozen products, such as longer shelf life, reduced food waste, and retained nutritional value, to overcome this resistance.

Key Market Trends

Growing Demand for Plant-Based and Organic Frozen Foods

One of the most significant trends in the France frozen food market is the increasing demand for plant-based and organic frozen products. As consumers become more health-conscious and environmentally aware, they are seeking alternatives to traditional frozen meals that align with their dietary preferences and ethical values. The rise of vegetarianism, veganism, and flexitarian diets has driven demand for plant-based frozen meals, meat substitutes, and dairy-free frozen desserts. Additionally, organic frozen food products are gaining traction as consumers prioritize clean-label ingredients, non-GMO certifications, and sustainable sourcing. Brands are responding by expanding their plant-based and organic product lines, ensuring that their offerings cater to health-conscious and eco-friendly consumers.

Key Market Players

- [] Sicodis Sica-SAS
- [] Greenyard NV
- [] Prodway International
- [] WinCo Holdings, Inc.
- [] Ajinomoto Co., Inc.
- [] Ardo Foods NV
- [] Bellisio Foods, Inc.
- [] Bonduelle SA
- [] Nestle S.A.
- [] Findus Sverige AB

Report Scope:

In this report, the France Frozen Food Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- [] France Frozen Food Market, By Product:

- o Frozen Fruits
- o Frozen Vegetables
- o Frozen Soup
- o Frozen Meat
- o Frozen Fish
- o Frozen Ready Meals

- [] France Frozen Food Market, By Technique:

- o Freezing Techniques & Equipment
- o Frozen Food Packaging

- [] France Frozen Food Market, By Region:

- o Northern France
- o Western France
- o Southern France
- o Eastern France
- o Central France

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Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the France Frozen Food Market.

Available Customizations:

France Frozen Food Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

-□Detailed analysis and profiling of additional market players (up to five).

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