

Packaged Burgers Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Frozen, Fresh), By Patty (Veg, Non-veg), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F

Market Report | 2025-03-28 | 185 pages | TechSci Research

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Report description:

Global packaged burgers market was valued at USD 4.36 Billion in 2024 and is expected to reach USD 6.84 Billion by 2030 with a CAGR of 7.8% during the forecast period. The global packaged burgers market is experiencing significant growth, driven by evolving consumer preferences, rising demand for convenient and ready-to-eat meals, and the expansion of retail and online distribution channels. The increasing urbanization and busy lifestyles have fueled the popularity of frozen and fresh packaged burgers, with consumers seeking quick and hassle-free meal options. The market is segmented by product type into frozen and fresh burgers, with frozen variants gaining traction due to their extended shelf life and ease of storage, while fresh burgers appeal to consumers preferring minimally processed options. Additionally, segmentation by patty type includes vegetarian and non-vegetarian burgers, with the rising trend of plant-based diets and growing health consciousness accelerating the demand for meat-free alternatives.

Market Drivers

Rising Demand for Convenient and Ready-to-Eat Food Products

The fast-paced lifestyles of modern consumers, particularly in urban areas, have significantly boosted the demand for convenient, ready-to-eat, and easy-to-prepare food products, including packaged burgers. As more people juggle work, education, and personal commitments, the preference for quick meal solutions that require minimal preparation time has increased. The expansion of dual-income households has further fueled the need for frozen and fresh packaged burgers as they offer a hassle-free alternative to traditional meal preparation. The popularity of quick-service restaurants (QSRs) and home delivery services has also contributed to the increased demand, with packaged burgers being a staple in both fast-food chains and at-home meal options. Moreover, advancements in freezing and packaging technologies have improved product quality, taste,

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and shelf life, making frozen and fresh burgers more appealing to consumers seeking both convenience and flavor.

Key Market Challenges

Health and Nutrition Concerns Associated with Processed Foods

One of the major challenges facing the packaged burgers market is growing consumer awareness of the health risks associated with processed and frozen foods. Many packaged burgers, especially frozen variants, contain preservatives, artificial additives, high sodium levels, and unhealthy fats, raising concerns about their long-term health effects. With increasing cases of obesity, cardiovascular diseases, and diabetes, health-conscious consumers are becoming more selective about their food choices, often opting for fresh, minimally processed alternatives. Regulatory bodies in various regions are also tightening food safety standards and mandating clearer nutritional labeling, making it imperative for manufacturers to reformulate their products to meet consumer expectations. This challenge is particularly pronounced in markets where there is a strong preference for organic and clean-label products, forcing brands to invest in healthier formulations and transparent ingredient sourcing.

Key Market Trends

Premiumization and Clean-Label Products

Consumers are increasingly seeking high-quality, premium packaged burgers that emphasize clean-label ingredients, natural flavors, and superior taste. This trend is driven by growing health consciousness and a preference for minimally processed foods free from artificial preservatives, additives, and high sodium levels. Brands are responding by introducing organic, grass-fed, antibiotic-free, and non-GMO burger patties that cater to health-conscious consumers. Additionally, there is a rising demand for gourmet-style burgers made with high-quality meat cuts, artisanal buns, and unique seasoning blends. Clean-label packaging, which transparently highlights the ingredient list and nutritional benefits, has become a crucial differentiator in the market, influencing consumer purchasing decisions.

Key Market Players

- [] BUBBA foods, LLC
- [] Dr. Praeger's Sensible Foods.
- [] Drink Eat Well, LLC.
- [] WK Kellogg Co
- [] Monde Nissin
- [] Paragon Quality Foods & Paragon Foodservice
- [] The Kraft Heinz Company.
- [] Amy's Kitchen, Inc.
- [] Beyond Meat Inc.
- [] The Campbell's Company

Report Scope:

In this report, the global packaged burgers market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- [] Packaged Burgers Market, By Product:
 - o Frozen
 - o Fresh
- [] Packaged Burgers Market, By Patty:
 - o Veg
 - o Non-veg
- [] Packaged Burgers Market, By Distribution Channel:
 - o Supermarkets & Hypermarkets
 - o Convenience Stores
 - o Online
 - o Others
- [] Packaged Burgers Market, By Region:
 - o North America

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- o Asia-Pacific
- China
- Japan
- India
- Vietnam
- South Korea
- o Middle East & Africa
- South Africa
- Saudi Arabia
- UAE
- Turkey
- Kuwait
- Egypt
- o South America
- Brazil
- Argentina
- Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the global packaged burgers market.

Available Customizations:

Global Packaged Burgers 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).

Table of Contents:

1. Introduction
 - 1.1. Product Overview
 - 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations
2. Research Methodology
 - 2.1. Objective of the Study
 - 2.2. Baseline Methodology
 - 2.3. Key Industry Partners
 - 2.4. Major Association and Secondary Sources

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- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations
- 3. Executive Summary
 - 3.1. Overview of the Market
 - 3.2. Overview of Key Market Segmentations
 - 3.3. Overview of Key Market Players
 - 3.4. Overview of Key Regions/Countries
 - 3.5. Overview of Market Drivers, Challenges, and Trends
- 4. Voice of Customer
- 5. Global Packaged Burgers Market Outlook
 - 5.1. Market Size & Forecast
 - 5.1.1. By Value
 - 5.2. Market Share & Forecast
 - 5.2.1. By Product Market Share Analysis (Frozen, Fresh)
 - 5.2.2. By Patty Market Share Analysis (Veg, Non-veg)
 - 5.2.3. By Distribution Channel Market Share Analysis (Supermarkets/Hypermarkets, Convenience Stores, Online, Others)
 - 5.2.4. By Regional Market Share Analysis
 - 5.2.4.1. North America Market Share Analysis
 - 5.2.4.2. Europe Market Share Analysis
 - 5.2.4.3. Asia-Pacific Market Share Analysis
 - 5.2.4.4. Middle East & Africa Market Share Analysis
 - 5.2.4.5. South America Market Share Analysis
 - 5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)
 - 5.3. Global Packaged Burgers Market Mapping & Opportunity Assessment
 - 5.3.1. By Product Market Mapping & Opportunity Assessment
 - 5.3.2. By Patty Market Mapping & Opportunity Assessment
 - 5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment
 - 5.3.4. By Regional Market Mapping & Opportunity Assessment
- 6. North America Packaged Burgers Market Outlook
 - 6.1. Market Size & Forecast
 - 6.1.1. By Value
 - 6.2. Market Share & Forecast
 - 6.2.1. By Product Market Share Analysis
 - 6.2.2. By Patty Market Share Analysis
 - 6.2.3. By Distribution Channel Market Share Analysis
 - 6.2.4. By Country Market Share Analysis
 - 6.2.4.1. United States Packaged Burgers Market Outlook
 - 6.2.4.1.1. Market Size & Forecast
 - 6.2.4.1.1.1. By Value
 - 6.2.4.1.2. Market Share & Forecast
 - 6.2.4.1.2.1. By Product Market Share Analysis
 - 6.2.4.1.2.2. By Patty Market Share Analysis
 - 6.2.4.1.2.3. By Distribution Channel Market Share Analysis
 - 6.2.4.2. Canada Packaged Burgers Market Outlook
 - 6.2.4.2.1. Market Size & Forecast
 - 6.2.4.2.1.1. By Value

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- 6.2.4.2.2. Market Share & Forecast
 - 6.2.4.2.2.1. By Product Market Share Analysis
 - 6.2.4.2.2.2. By Patty Market Share Analysis
 - 6.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.3. Mexico Packaged Burgers Market Outlook
 - 6.2.4.3.1. Market Size & Forecast
 - 6.2.4.3.1.1. By Value
 - 6.2.4.3.2. Market Share & Forecast
 - 6.2.4.3.2.1. By Product Market Share Analysis
 - 6.2.4.3.2.2. By Patty Market Share Analysis
 - 6.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 7. Europe Packaged Burgers Market Outlook
 - 7.1. Market Size & Forecast
 - 7.1.1. By Value
 - 7.2. Market Share & Forecast
 - 7.2.1. By Product Market Share Analysis
 - 7.2.2. By Patty Market Share Analysis
 - 7.2.3. By Distribution Channel Market Share Analysis
 - 7.2.4. By Country Market Share Analysis
 - 7.2.4.1. France Packaged Burgers Market Outlook
 - 7.2.4.1.1. Market Size & Forecast
 - 7.2.4.1.1.1. By Value
 - 7.2.4.1.2. Market Share & Forecast
 - 7.2.4.1.2.1. By Product Market Share Analysis
 - 7.2.4.1.2.2. By Patty Market Share Analysis
 - 7.2.4.1.2.3. By Distribution Channel Market Share Analysis
 - 7.2.4.2. Germany Packaged Burgers Market Outlook
 - 7.2.4.2.1. Market Size & Forecast
 - 7.2.4.2.1.1. By Value
 - 7.2.4.2.2. Market Share & Forecast
 - 7.2.4.2.2.1. By Product Market Share Analysis
 - 7.2.4.2.2.2. By Patty Market Share Analysis
 - 7.2.4.2.2.3. By Distribution Channel Market Share Analysis
 - 7.2.4.3. Spain Packaged Burgers Market Outlook
 - 7.2.4.3.1. Market Size & Forecast
 - 7.2.4.3.1.1. By Value
 - 7.2.4.3.2. Market Share & Forecast
 - 7.2.4.3.2.1. By Product Market Share Analysis
 - 7.2.4.3.2.2. By Patty Market Share Analysis
 - 7.2.4.3.2.3. By Distribution Channel Market Share Analysis
 - 7.2.4.4. Italy Packaged Burgers Market Outlook
 - 7.2.4.4.1. Market Size & Forecast
 - 7.2.4.4.1.1. By Value
 - 7.2.4.4.2. Market Share & Forecast
 - 7.2.4.4.2.1. By Product Market Share Analysis
 - 7.2.4.4.2.2. By Patty Market Share Analysis
 - 7.2.4.4.2.3. By Distribution Channel Market Share Analysis

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- 7.2.4.5. United Kingdom Packaged Burgers Market Outlook
 - 7.2.4.5.1. Market Size & Forecast
 - 7.2.4.5.1.1. By Value
 - 7.2.4.5.2. Market Share & Forecast
 - 7.2.4.5.2.1. By Product Market Share Analysis
 - 7.2.4.5.2.2. By Patty Market Share Analysis
 - 7.2.4.5.2.3. By Distribution Channel Market Share Analysis
- 8. Asia-Pacific Packaged Burgers Market Outlook
 - 8.1. Market Size & Forecast
 - 8.1.1. By Value
 - 8.2. Market Share & Forecast
 - 8.2.1. By Product Market Share Analysis
 - 8.2.2. By Patty Market Share Analysis
 - 8.2.3. By Distribution Channel Market Share Analysis
 - 8.2.4. By Country Market Share Analysis
 - 8.2.4.1. China Packaged Burgers Market Outlook
 - 8.2.4.1.1. Market Size & Forecast
 - 8.2.4.1.1.1. By Value
 - 8.2.4.1.2. Market Share & Forecast
 - 8.2.4.1.2.1. By Product Market Share Analysis
 - 8.2.4.1.2.2. By Patty Market Share Analysis
 - 8.2.4.1.2.3. By Distribution Channel Market Share Analysis
 - 8.2.4.2. Japan Packaged Burgers Market Outlook
 - 8.2.4.2.1. Market Size & Forecast
 - 8.2.4.2.1.1. By Value
 - 8.2.4.2.2. Market Share & Forecast
 - 8.2.4.2.2.1. By Product Market Share Analysis
 - 8.2.4.2.2.2. By Patty Market Share Analysis
 - 8.2.4.2.2.3. By Distribution Channel Market Share Analysis
 - 8.2.4.3. India Packaged Burgers Market Outlook
 - 8.2.4.3.1. Market Size & Forecast
 - 8.2.4.3.1.1. By Value
 - 8.2.4.3.2. Market Share & Forecast
 - 8.2.4.3.2.1. By Product Market Share Analysis
 - 8.2.4.3.2.2. By Patty Market Share Analysis
 - 8.2.4.3.2.3. By Distribution Channel Market Share Analysis
 - 8.2.4.4. Vietnam Packaged Burgers Market Outlook
 - 8.2.4.4.1. Market Size & Forecast
 - 8.2.4.4.1.1. By Value
 - 8.2.4.4.2. Market Share & Forecast
 - 8.2.4.4.2.1. By Product Market Share Analysis
 - 8.2.4.4.2.2. By Patty Market Share Analysis
 - 8.2.4.4.2.3. By Distribution Channel Market Share Analysis
 - 8.2.4.5. South Korea Packaged Burgers Market Outlook
 - 8.2.4.5.1. Market Size & Forecast
 - 8.2.4.5.1.1. By Value
 - 8.2.4.5.2. Market Share & Forecast

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- 8.2.4.5.2.1. By Product Market Share Analysis
- 8.2.4.5.2.2. By Patty Market Share Analysis
- 8.2.4.5.2.3. By Distribution Channel Market Share Analysis
- 9. Middle East & Africa Packaged Burgers Market Outlook
- 9.1. Market Size & Forecast
- 9.1.1. By Value
- 9.2. Market Share & Forecast
- 9.2.1. By Product Market Share Analysis
- 9.2.2. By Patty Market Share Analysis
- 9.2.3. By Distribution Channel Market Share Analysis
- 9.2.4. By Country Market Share Analysis
- 9.2.4.1. South Africa Packaged Burgers Market Outlook
- 9.2.4.1.1. Market Size & Forecast
- 9.2.4.1.1.1. By Value
- 9.2.4.1.2. Market Share & Forecast
- 9.2.4.1.2.1. By Product Market Share Analysis
- 9.2.4.1.2.2. By Patty Market Share Analysis
- 9.2.4.1.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.2. Saudi Arabia Packaged Burgers Market Outlook
- 9.2.4.2.1. Market Size & Forecast
- 9.2.4.2.1.1. By Value
- 9.2.4.2.2. Market Share & Forecast
- 9.2.4.2.2.1. By Product Market Share Analysis
- 9.2.4.2.2.2. By Patty Market Share Analysis
- 9.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.3. UAE Packaged Burgers Market Outlook
- 9.2.4.3.1. Market Size & Forecast
- 9.2.4.3.1.1. By Value
- 9.2.4.3.2. Market Share & Forecast
- 9.2.4.3.2.1. By Product Market Share Analysis
- 9.2.4.3.2.2. By Patty Market Share Analysis
- 9.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.4. Turkey Packaged Burgers Market Outlook
- 9.2.4.4.1. Market Size & Forecast
- 9.2.4.4.1.1. By Value
- 9.2.4.4.2. Market Share & Forecast
- 9.2.4.4.2.1. By Product Market Share Analysis
- 9.2.4.4.2.2. By Patty Market Share Analysis
- 9.2.4.4.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.5. Kuwait Packaged Burgers Market Outlook
- 9.2.4.5.1. Market Size & Forecast
- 9.2.4.5.1.1. By Value
- 9.2.4.5.2. Market Share & Forecast
- 9.2.4.5.2.1. By Product Market Share Analysis
- 9.2.4.5.2.2. By Patty Market Share Analysis
- 9.2.4.5.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.6. Egypt Packaged Burgers Market Outlook

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- 9.2.4.6.1. Market Size & Forecast
 - 9.2.4.6.1.1. By Value
- 9.2.4.6.2. Market Share & Forecast
 - 9.2.4.6.2.1. By Product Market Share Analysis
 - 9.2.4.6.2.2. By Patty Market Share Analysis
 - 9.2.4.6.2.3. By Distribution Channel Market Share Analysis
- 10. South America Packaged Burgers Market Outlook
 - 10.1. Market Size & Forecast
 - 10.1.1. By Value
 - 10.2. Market Share & Forecast
 - 10.2.1. By Product Market Share Analysis
 - 10.2.2. By Patty Market Share Analysis
 - 10.2.3. By Distribution Channel Market Share Analysis
 - 10.2.4. By Country Market Share Analysis
 - 10.2.4.1. Brazil Packaged Burgers Market Outlook
 - 10.2.4.1.1. Market Size & Forecast
 - 10.2.4.1.1.1. By Value
 - 10.2.4.1.2. Market Share & Forecast
 - 10.2.4.1.2.1. By Product Market Share Analysis
 - 10.2.4.1.2.2. By Patty Market Share Analysis
 - 10.2.4.1.2.3. By Distribution Channel Market Share Analysis
 - 10.2.4.2. Argentina Packaged Burgers Market Outlook
 - 10.2.4.2.1. Market Size & Forecast
 - 10.2.4.2.1.1. By Value
 - 10.2.4.2.2. Market Share & Forecast
 - 10.2.4.2.2.1. By Product Market Share Analysis
 - 10.2.4.2.2.2. By Patty Market Share Analysis
 - 10.2.4.2.2.3. By Distribution Channel Market Share Analysis
 - 10.2.4.3. Colombia Packaged Burgers Market Outlook
 - 10.2.4.3.1. Market Size & Forecast
 - 10.2.4.3.1.1. By Value
 - 10.2.4.3.2. Market Share & Forecast
 - 10.2.4.3.2.1. By Product Market Share Analysis
 - 10.2.4.3.2.2. By Patty Market Share Analysis
 - 10.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 11. Market Dynamics
 - 11.1. Drivers
 - 11.2. Challenges
- 12. Market Trends & Developments
 - 12.1. Merger & Acquisition (If Any)
 - 12.2. Product Launches (If Any)
 - 12.3. Recent Developments
- 13. SWOT Analysis
 - 13.1. Strength
 - 13.2. Weaknesses
 - 13.3. Opportunity
 - 13.4. Threat

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- 14. Competitive Landscape
 - 14.1. Company Profiles
 - 14.1.1. BUBBA foods, LLC
 - 14.1.1.1. Business Overview
 - 14.1.1.2. Company Snapshot
 - 14.1.1.3. Products & Services
 - 14.1.1.4. Financials (As Reported)
 - 14.1.1.5. Recent Developments
 - 14.1.1.6. Key Personnel Details
 - 14.1.2. Dr. Praeger's Sensible Foods.
 - 14.1.3. Drink Eat Well, LLC.
 - 14.1.4. WK Kellogg Co
 - 14.1.5. Monde Nissin
 - 14.1.6. Paragon Quality Foods & Paragon Foodservice
 - 14.1.7. The Kraft Heinz Company.
 - 14.1.8. Amy's Kitchen, Inc.
 - 14.1.9. Beyond Meat Inc.
 - 14.1.10. The Campbell's Company
- 15. Strategic Recommendations/Action Plan
 - 15.1. Key Focus Areas
 - 15.1.1. Target Product
 - 15.1.2. Target Patty
 - 15.1.3. Target Distribution Channel
- 16. About Us & Disclaimer

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