

Europe Frozen Food Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Europe Frozen Food Packaging Market size is worth USD 10.84 Billion in 2025, growing at an 5.79% CAGR and is forecast to hit USD 14.37 Billion by 2030.

The rapid growth of urbanization and fast-paced lifestyles have shifted consumers' preferences toward frozen food products, which require less time for cooking than traditional home-cooked meals.

Key Highlights

- The rise in consumer expectations related to food quality has propelled the demand for frozen food packaging. Also, consumer appreciation of the product quality is another factor driving the market growth. Additionally, with changes in the economy and lifestyles, there is an increased demand for frozen food packaging in Europe. The market is expected to grow lucratively during the forecast period.
- New packaging technologies have also developed recently, making packaging for frozen food products more practical and secure. These technologies include intelligent packaging, active packaging, and engineering science. To reduce environmental pollution and comply with government regulations, companies focus on eco-friendly packaging by employing biodegradable packaging materials that can be recycled, regenerated, and reused.
- Furthermore, convenience is one of the primary factors driving the global increase in frozen food consumption. As a result, leading players are introducing new types and ingredients to cater to consumers' regional tastes. The growing consumer preference for convenience products fuels the increasing demand for frozen products due to their ease of preparation and time savings compared to cooking from scratch.
- Moreover, the frozen snacks food market is expanding rapidly due to the increasing volume of the hectic lifestyle of the working population, which is boosting the frozen snacks market and propelling the demand for the frozen food packaging market.

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- However, the European market is anticipated to remain highly regulated, owing to stringent regulations regarding food packaging types and contact materials by agencies such as the European Commission. Frozen food packaging requires robust solutions to maintain food quality and safety across the supply chain by preventing contamination, moisture intrusion, and temperature fluctuations.

Europe Frozen Food Packaging Market Trends

Plastic to Hold Significant Market Share

- In Europe, a surge in demand for plastic packaging in the frozen food sector is evident, spurred by convenience, preservation, and cost-effectiveness. Plastic packaging stands out as consumers gravitate towards ready-to-eat meals and frozen snacks. Its airtight seal capability significantly extends product shelf life, a vital feature in frozen food. Safeguarding against moisture, freezer burn, and oxidation is paramount to preserving taste, texture, and nutritional value. In Europe, flexible plastic films, bags, and pouches have gained traction, offering food quality preservation while being lightweight and user-friendly.
- Changing consumer lifestyles have further propelled the growth of Europe's frozen food market. With the hustle and bustle of modern life, many Europeans are gravitating towards frozen foods for convenience and extended shelf life. The rise of single-serve plastic packaging caters to portion control and minimizes food waste, aligning with the heightened environmental awareness among European consumers. Moreover, the burgeoning e-commerce and online grocery shopping scene in Europe amplifies the demand for robust, durable packaging, ensuring the integrity of frozen products during transit.
- Yet, as the advantages of plastic become more pronounced, environmental concerns increasingly shape Europe's demand landscape. In response, numerous European nations are rolling out regulations to curb plastic waste and champion sustainable packaging. The EU's sustainability pledge is not just a commitment but a catalyst, spurring innovations in the packaging domain. This has birthed advancements like recyclable, biodegradable, and even plant-based plastics. With a growing environmental consciousness among consumers, manufacturers are searching for alternative materials. Their goal? To align with regulatory mandates and consumer desires, all while preserving the essential functionality and quality plastic offers in frozen food packaging.
- Europe's Millennials drive demand for frozen food packaging, favoring single-serving and on-the-go options. They value convenience, portion control, and quick meals, making plastic packaging essential. Single-serve containers and flexible pouches meet these needs while keeping food fresh and secure, fueling demand for plastic in frozen food packaging.
- According to the German Frozen Food Institute, Germany's frozen food consumption is rising, with retail revenue growing from USD 10.17 billion in 2020 to USD 12.59 billion in 2023. This trend reflects a broader European shift, where frozen foods are staples for busy consumers. Increased sales directly boost demand for plastic packaging, which is crucial for preserving quality and extending shelf life.
- As frozen food demand grows, manufacturers rely on plastic solutions like multi-layer films, trays, and pouches for their versatility and cost-effectiveness. Innovations in recyclable and sustainable packaging are also emerging to address Europe's focus on environmental responsibility.

Bags Packaging Type to Drive the Market Growth

- The rising demand for airtight sealing is driven by the need for bags with high barrier properties, which retain product quality, including aroma, for a prolonged period. Furthermore, zippered bags are becoming more and more common in the market under study, driven by the demand for packaging that can be resealed and reclosed. Due to space-saving packaging formats, businesses choose bags, boosting the segment's growth in the market under study. Moreover, properties such as flexibility, tear-resistance,

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transparency, and moisture protection offered by plastic bags are expected to accelerate the market's growth further.?

- Additionally, in line with the same players are focusing on launching new, premium-quality snack packaging containing 50% recycled plastic. For instance, in March 2024, INEOS played a pivotal role in launching new, premium quality snack packaging containing 50% recycled plastic, which PepsiCo introduced for their Sunbites snack brand in the UK and Ireland. This packaging, made through advanced recycling processes, meets strict EU regulatory standards for food contact packaging. ?
- Various partners collaborated across the flexible food packaging supply chain to achieve this milestone. GreenDot provided post-consumer plastic packaging waste, which was converted into TACOIL by Plastic Energy's technology. INEOS utilized this pyrolysis oil to produce recycled propylene and virgin-quality recycled polypropylene resin. IRPLAST used this resin to create packaging films with 50% recycled materials, while Amcor printed these films for PepsiCo. This partnership aligns with PepsiCo's commitment to eliminating fossil-based plastic in its packaging by 2030.
- Moreover, the growth in online grocery shopping has increased demand for packaging solutions such as bags that maintain frozen product freshness during transportation. Consumer preference for convenient meal preparation has driven increased demand for frozen foods, including ready meals, vegetables, fruits, and desserts.
- The bag format enables precise portion control for frozen snacks, facilitating consumption management and minimizing food waste. According to Agriculture and Agri-Food Canada, the retail sales of snacks in the United Kingdom in 2023 took first position with USD 14,372.9 million sales, followed by France, Italy, and many other countries across Europe.

Europe Frozen Food Packaging Industry Overview

Rising consumer preference for frozen foods due to their convenience and versatility is driving the market growth in the region. Innovative packaging formats and materials are also helping to improve consumer experience and minimize waste.

The European frozen Food packaging market is fragmented and consists of several major players, such as Genpack LLC, Graham Packaging Company, Ball Corporation, Pactiv LLC, and Amcor Group. Players in the region are also focusing on launching sustainable packaging materials for frozen food.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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