

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

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Report description:

The Frozen Food Packaging Market size is worth USD 8.55 Billion in 2025, growing at an 3.49% CAGR and is forecast to hit USD 10.15 Billion by 2030.

Frozen food packaging delivers lightweight, unbreakable, and resealable features, lowers fossil fuel usage, and can reduce greenhouse gas emissions and water usage to create an eco-friendly environment.

Key Highlights

- The market's consumers prefer retail stores, supermarkets, and hypermarkets. Organized retail stores are a substantial part of the market with a significant global presence. The increase in the organized retail chain is translating directly into the need for food packaging solutions in the frozen food industry.
- Packaging for frozen foods like meat, poultry, and seafood witnessed the fastest growth among other food applications. Many large food packaging companies across the globe are launching hugely creative and decorative packaging.
- For instance, in August 2023, fiber-based products manufacturer Ahlstrom teamed up with sustainable packaging provider The Paper People to launch a sustainable packaging solution for frozen food. Co-developed by the two companies, this fully fiber-based packaging is mainly designed to substitute traditional fossil-based plastic and films for frozen food packaging. The recyclable packaging can be utilized on existing packaging equipment, including vertical form-fill-seal, stand-up pouches, and SOS-style systems.
- Also, in May 2023, Sabic joined forces with Estiko Packaging Solutions and brand owner Coldwater Prawns of Norway to design and execute a sustainable new packaging pouch for frozen prawns. The pouch is made from a multilayer film offered by Estiko Packaging Solutions utilizing a circular-certified random polymer grade of Sabic PP (polypropylene) Qrystal with an ocean-bound plastic content of around 60%.

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- However, the government packaging laws and regulations could limit the market growth. In the United States, the Food and Drug Administration (FDA) regulates the safety of substances added to food. Overall, frozen food packaging should have the following essential characteristics: Resistance to low and high temperatures, a particular mechanical strength, resistance to acid, oil, and other degrading chemicals in the food product, and a specific level of hygiene and similar.

Frozen Food Packaging Market Trends

Meat and Sea Food to Account for a Major Share in the Market

- The frozen meat market is poised for substantial growth in the coming years, primarily driven by shifting food preferences. Following the COVID-19 outbreak, demand surged for frozen meats and packaged, ready-to-eat foods. Over time, the meat industry has diversified, with numerous processing firms now offering frozen meat products and ready-to-eat items. Notably, this sector is witnessing expansion in nearly every region worldwide.
- Consumers are increasingly willing to pay a premium for higher quality. They consistently prefer brands that prioritize producing frozen meat items with minimal or no preservatives. As a result, the growing consumer preference for healthy eating is set to boost the demand for frozen meat and fish products marketed as "organic" and preservative-free. Many individuals now purchase frozen meat products with confidence, drawn by advantages like extended shelf life compared to fresh meat.
- Statistics New Zealand reported that New Zealand produced just over 68 thousand metric tons of frozen chicken meat in 2023, up from approximately 63 thousand metric tons the year before. This upward trend is anticipated to continue, further driving the demand for frozen food packaging.
- According to the "Seafood Forecast" by Det Norske Veritas (DNV), a Norwegian risk management and assurance firm, global per capita seafood demand is set to rise steadily until 2050. As markets expand, maintaining seafood quality becomes paramount. This necessitates packaging solutions that extend shelf life by curbing microbial growth, preventing freezer burn, facilitating rapid freezing, and minimizing drip loss. Consequently, the rising consumption of packaged seafood products is driving up the demand for frozen seafood packaging.
- Major players in the market are consistently launching new frozen seafood products, thereby expanding opportunities for packaging vendors. For example, in May 2024, Scott & Jon's expanded its frozen shrimp entree line to include new microwavable salmon bowls. These latest offerings come on the heels of Scott & Jon's 2023 debut of its health-focused shrimp bowl line.

Asia-Pacific to Witness the Fastest Growth

- In the Asia-Pacific region, a growing population is driving an increasing demand for food products. Urbanization and heightened awareness of foodborne illnesses, wastage, and spoilage are fueling demand for higher-quality offerings. China holds a significant share of the Asia-Pacific frozen food packaging market. The country's vast population and urbanization have spurred a rising appetite for frozen food items. Today's consumers prioritize both convenience and quality.
- India's frozen food segment is witnessing rapid expansion. Brands have successfully transitioned their offerings from being occasional party snacks to regular meal items enjoyed by all age groups. The surge in demand for ready-to-eat (RTE) and convenience foods is particularly pronounced among the growing working population. This trend is even more evident among modern couples, both of whom lead busy lives and seek quick, nutritious meals for their families.
- As the health and fitness trend gains momentum across the region, the frozen foods sector is not left behind. Packaging plays a pivotal role in this industry. Food manufacturers prioritize ensuring their products remain safe and contamination-free from production to consumption, a challenge effectively addressed by robust frozen food packaging solutions.
- Due to its high quality and popular easy-to-cook trends, frozen food packaging is preferred by Japanese consumers. Moreover,

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Ajinomoto, a Japanese multinational food and biotechnology corporation, reported that the consumption of home-use frozen meals in Japan rose to JPY 60.3 billion (USD 0.41 billion) in 2023, up from JPY 48.6 billion (USD 0.33 billion) the previous year. This surge is poised to boost the market for frozen food packaging options in the region.

- Additionally, the size of China, Japan, India and other Asian countries frozen food packaging market is expanding due to the rise in demand for frozen meat and ready-to-eat meal products. The National Bureau of Statistics of China states that the industry saw an increase in frozen food packaging of almost 30% in the last few years.

Frozen Food Packaging Industry Overview

The frozen food packaging market is fragmented and consists of several major players, such as Sonoco Products Company, ProAmpac LLC, Cascades Inc., and more. In terms of market share, few of the major players currently dominate the market. However, with creative and decorative packaging patterns, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping new markets.

Additional Benefits:

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

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