

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

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The North America Frozen Food Packaging Market size is worth USD 14.22 Billion in 2025, growing at an 6.40% CAGR and is forecast to hit USD 19.38 Billion by 2030.

### **Key Highlights**

- With frozen items requiring less time and effort than traditional home-cooked meals, the rising consumer demand for convenience is fueling the growth of frozen product sales. Busy lifestyles are pushing consumers toward processed foods, leading to a surge in demand for frozen food. The primary categories of packaged frozen foods include bakery products and frozen processed foods, with frozen ready-to-eat items emerging as a notable category. Colder storage temperatures can significantly extend shelf life, all while consumer expectations for food quality continue to rise.
- As consumers increasingly turn to frozen foods, there is a growing demand for sustainable packaging materials. Numerous manufacturers and retailers are transitioning from traditional packaging to recyclable, reusable, and compostable alternatives. This surge in demand for frozen foods and individually wrapped items has the packaging industry racing to adapt. Innovations in frozen food packaging are on the rise, with notable advancements like steamable packaging for microwavable products. Furthermore, developments in cold-chain technology and smart packaging, like alerting users to temperature changes, are expected to address these evolving needs.
- Grocery shopping habits have undergone a seismic shift. A growing number of consumers are turning to online platforms for their food purchases, prioritizing convenience and safety. In response to these evolving preferences, retailers are diversifying their order fulfillment methods. These include competitive pricing, curbside pickups, home deliveries, food delivery apps, and pickups from remote locations.
- As retailers strive to enhance their recall value and presence in rural, tier I, and tier II regions, they are intensifying efforts to make their promotional programs more enticing. This dynamic not only underscores the evolving landscape of grocery retailing

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but also highlights the burgeoning opportunities that are shaping the demand for frozen foods in these regions.

## North America Frozen Food Packaging Market Trends

### Growing Demand for Fresh Meat Through Retail Channels

- As consumers increasingly demand bio-based materials over toxic plastics for fresh meat packaging, the market outlook is set to evolve in the coming years. Heightened environmental concerns, coupled with stringent government regulations, are poised to create fresh opportunities for market players. Such dynamics could propel these players toward innovative solutions in the fresh meat packaging arena, fueling overall market growth.
- This change has positively impacted the demand for fresh meat and poultry through online and offline retail channels owing to reasons, including the recognition of the health advantages of meat-rich protein, the rise of high-protein diets such as the keto diet, and the upswing in reliance on pre-packaged processed meat. Also, the region's economic growth is expected to boost meat consumption.
- The US meat industry has displayed consistency over recent years. Data from the US Department of Agriculture and Economic Research Service indicates that beef production in the country was projected to reach 26.96 billion pounds in 2023, a decrease from 28.29 billion pounds in 2022. As of 2021, beef led the pack in retail sales among fresh meats in the United States, with sales surpassing USD 30 billion that year. In 2022, the retail price for 100% ground beef reached USD 4.8 per pound, a rise from USD 3.95 in 2020. Meanwhile, beef brisket averaged around USD 8.84 per pound at major grocery retailers.
- According to the Food Industry Association, meat sales have been the most consistent in department retail stores during the last few years, with an average household penetration of more than 98% and nearly 50 shopping trips per year. The top sellers in fresh meat are beef and chicken, while bacon and pre-packed lunch meat are the top sellers in processed meats.
- As per the research published by Progressive Grocer, retail sales of fresh meat in the United States increased in the past few years from USD 64.88 billion to USD 86.62 billion in 2022. This positive trend is also anticipated to be witnessed during the forecast period, pushing the demand for meat packaging in the region.

### United States to Witness Significant Growth Rate

- As demand for frozen food packaging surges, industry players are heavily investing in product innovation, fueling market growth in the country. The booming e-commerce landscape is further amplifying the need for packaging solutions. E-commerce not only enhances shopping convenience but also exerts downward pressure on prices across various sectors. According to Business Insider, while e-commerce is propelling retail growth, its impact on flexible packaging is poised to expand in the region.
- The United States boasts a fiercely competitive retail industry, largely propelled by dominant players like Walmart, Kroger, and Albertsons. Walmart, hailing from the United States, stands as the world's largest retailer. Notably, five out of the top ten global retail giants are US-based, underscoring the nation's pivotal role in the global retail landscape.
- In the country, millennial consumers, with their strong preference for single-serving and on-the-go food and beverage items, primarily drive the demand for frozen food packaging products. Designed to be portable, durable, and lightweight, frozen food packaging has emerged as a popular choice for such items. Additionally, the rising appetite for both processed and fresh snack foods is poised to further fuel this demand.

## North America Frozen Food Packaging Industry Overview

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The North American frozen food packaging market is competitive with several influential players. Some of these important players in terms of market share are currently leading the market. These influential players with significant market shares are focused on expanding their customer base abroad. Some of the key players in the market include Pactiv Evergreen Inc., Amcor PLC, ProAmpac LLC, Aptar-Food Protection Inc. (AptarGroup Inc.), and Ball Corporation Inc.

- March 2024: Amcor Group teamed up with Stonyfield Organic, an organic yogurt producer, and Cheer Pack North America, a premier manufacturer of spouted pouch packaging. Together, they unveiled the industry's inaugural all-polyethylene (PE) spouted pouch for YoBaby refrigerated yogurt, moving away from the previous multi-laminate structure to a more responsible design. This partnership united three sustainability leaders, pioneering a market-first solution that champions sustainability while maintaining top-notch performance.
- October 2023: Nature's Touch, a prominent player in the market of frozen organic and conventional fruits, announced the acquisition of specific assets of Sunrise Growers, the frozen fruit operations of SunOpta Inc. Through this acquisition, Nature's Touch will be able to enhance its customer-centric approach throughout North America, resulting in numerous advantages for suppliers and retailers, such as access to top-notch organic frozen food items in eco-friendly and convenient packaging.

Additional Benefits:

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

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