

# Global Microwavable Food Market to Reach Over a Market Value of \$210M by 2028

*Demand For Global Microwavable Food Market Is Predicted To Rise At 5.7% CAGR Until 2028, Value to Cross \$210 Million by end of 2028, Exclusive Report by ZMR*

SUITE N202, NEW YORK, UNITED STATES, January 10, 2023 /EINPresswire.com/ -- Microwavable Foods Market By Product (Shelf Stable Microwavable Food, Chilled Food, And Frozen Food), By Packaging Technology (Patterned Susceptors Technology, New Tray-Lidding Methods, And New Cook Bag Technique), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, And Online Sales Channel), And By Region - Global And Regional Industry Overview, Market Intelligence, Comprehensive Analysis, Historical Data, And Forecasts 2022 – 2028

The [global microwavable foods market size](#) was valued at \$150 million in 2021 and is likely to attain a value of \$210 million by the end of 2028. The market is likely to expand at a compound rate of 5.7% during the forecast period. The report is focused on the growth drivers, restraints, challenges, and opportunities in the global market. It also emphasizes the geographical and competitive market landscape in the global market.

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Microwavable Foods Market worth USD 210 Million by 2028 Growth Factors, Market Size, Trends, Application, Competitive Landscape”

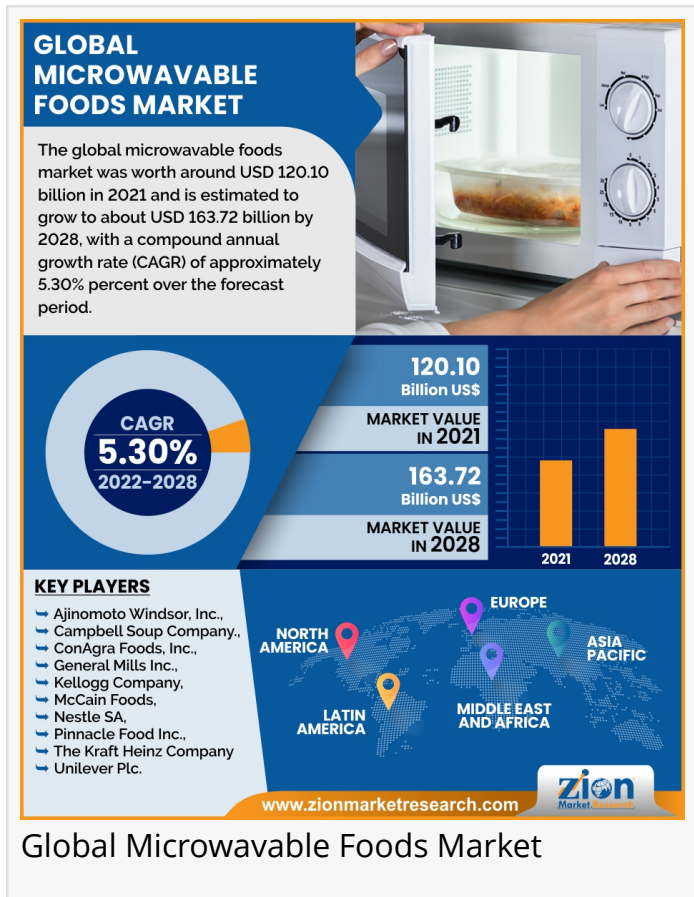
*Zion Market Research*

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Updated Regional Analysis with a Graphical Representation of Size, Share, and Trends for the Year 2022  
Includes Tables and figures have been updated  
The most recent version of the report includes the Top Market Players, their Business Strategies, Sales Volume, and Revenue Analysis  
Zion Market Research Methodology



Global Microwavable Foods Market Size

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Microwavable food items are food items that can be easily heated or cooked in a microwave without losing their nutrition factor. These are generally canned & portable food items. They are created to last for longer times while sealed, however, once the seals are open, it is recommended to cook them as soon as possible. Microwavable food items come with an expiry date mentioned on the outer packaging and should not be consumed past the expiry date. The global microwavable food market is growing market owing to the easy & less time-consuming cooking process.

Covid-19 had a dual effect on the global market. On one side the supply chain of the products was affected negatively but once the transport restrictions were lifted, the overall demand for microwavable canned food items increased owing to the major chunk of the world population staying at home.

Heavy investments by manufacturers in educating the masses about the nutritional benefits of microwavable food items along with intense advertising and marketing are expected to propel the global microwavable foods market growth during the forecast period. Growing hectic and time-consuming work schedules or lifestyles of the world population are anticipated to assist in global market growth. An increase in the number of fast-food chains which use microwavable food items is a contributing factor to the global market growth. The rising number of cloud kitchens that prepare the food items in advance & heat them depending on the orders is also expected to assist in the global market growth.

However, the increase in the number of medical patients and rising awareness amongst the population for their health is anticipated to restrain the global market growth. Less investment in developing better freezing technology is expected to restrict the global market growth.

The global microwavable foods market can be segmented into product, packaging technology,

distribution channel, and region. By product, the market can be segmented into frozen, chilled, and shelf-stable microwavable foods. By packaging technology, the market can be segmented into new cook bag techniques, new tray lidding methods, and patterned susceptors technology. By distribution channel, the market can be segmented into online stores, supermarkets, and others.

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North America & Asia-Pacific are expected to generate the highest global microwavable foods market revenue during the forecast period owing to the increased number of nuclear families along with students & working professionals relocating to different places. The number of fast-food retailers is also significantly rising in these regions because of changing consumer preferences. Upgradation in the standard of living is a contributing factor for these regions to lead the global market.

The Middle East and Europe are expected to register higher CAGR during the forecast period owing to increasing tourism and the opening of multiple restaurants and cafes to leverage the tourism industry.

Africa is expected to register a slow CAGR during the forecast period because of the weak spending capacity of the population on products that are not absolutely necessary.

Some of the significant players in the global microwavable foods market include

Pinnacle Foods Group LLC  
Bellisio Foods Inc.  
Beech-Nut Nutrition Corporation  
Campbell Soup Company  
Unilever Plc  
ConAgra Foods, Inc.  
General Mills Inc.  
Ajinomoto Windsor, Inc.  
Kellogg Company  
Nestle SA  
Pinnacle Food Inc.  
The Kraft Heinz Company  
McCain Foods.

#### Recent Development

Rich Products Corporation, in April 2020, introduced 'Time Outs', microwavable single-serve snacks. The frozen product portfolio includes snacks, appetizers, and meals prepared with plant-

based meat and ingredients.

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The global microwavable foods market is segmented as follows:

#### By Product

Shelf Stable Microwavable Food

Chilled Food

Frozen Food

#### By Packaging Technology

Patterned Susceptors Technology

New Tray-lidding Methods

New Cook Bag Technique

By Distribution Channel

Hypermarkets/Supermarkets

Convenience Stores

Online Sales Channel

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#### By Region

North America

The U.S.

Canada

Europe

France

The UK

Spain

Germany

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea  
Southeast Asia  
Rest of Asia Pacific  
Latin America  
Brazil  
Mexico  
Rest of Latin America  
Middle East & Africa  
GCC  
South Africa  
Rest of the Middle East & Africa

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#### FREQUENTLY ASKED QUESTIONS

Which key factors will influence the microwavable foods market growth over 2022-2028?  
What will be the value of the microwavable foods market during 2022-2028?  
Which are the key major players in the microwavable foods market growth?  
Which region will contribute notably towards the microwavable foods market value?

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