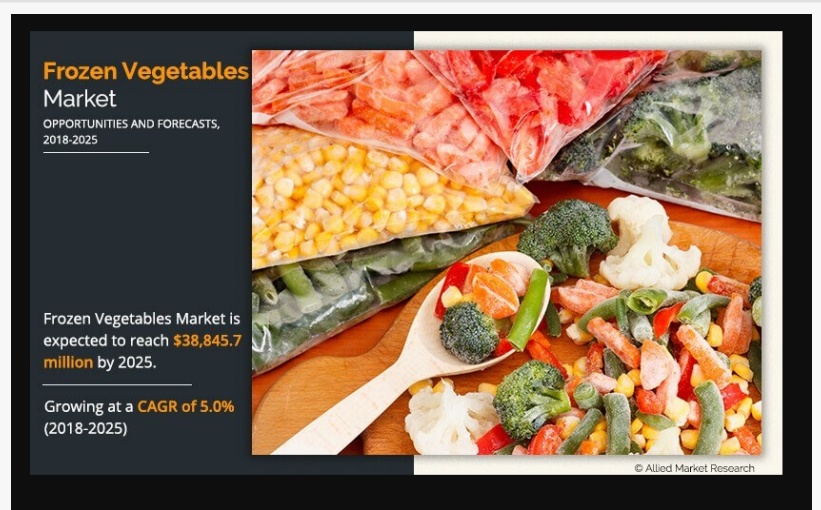


# Frozen Vegetables Market Is Anticipated To Reach USD 38,845.7 million By 2025 Growing At A CAGR 5.0% annually

*Advancements in freezing technologies are expected to propel the growth of the global frozen vegetable market.*

PORTLAND, OR, US, September 28, 2023 /EINPresswire.com/ -- [Frozen Vegetables Market](#) by Product (Asparagus, Broccoli, Green Peas, Mushrooms, Spinach, Corn, Green Beans, and Others), End User (Food Service Industry and Retail Customers), and Distribution Channel (Discounters, Supermarkets/Hypermarkets, and Others): Global Opportunity Analysis and Industry Forecast, 2018 - 2025



Frozen Vegetables Market

The global frozen vegetables market size was valued at \$26,479.0 million in 2017, and is expected to garner \$38,845.7 million by 2025, registering a CAGR of 5.0% from 2018 to 2025.

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Frozen vegetables have gained increasing popularity among consumers, which significantly contributes toward the growth of the market.”

*Allied Market Research*

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Growth of retail network in developing countries, rise in participation of females in the workforce, and increased consumption of frozen vegetables by QSRs have boosted the growth of the global frozen vegetable market. However, negative consumer perception related to

nutritional content and poor freezing facilities in semi-urban and rural areas hamper the market growth. On the contrary, advancements in freezing technologies are expected to create lucrative opportunities in the near future.

The ability to preserve food by freezing has enabled producers to make their products available to consumers anywhere across the globe. Although being seasonal, vegetables such as asparagus, broccoli, green peas, mushrooms, spinach, corn, and green beans can be made available to consumers in all seasons by freezing them.

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The growth of the frozen vegetables industry is driven by increase in disposable income of people along with rise in the living standards of consumers around the globe. Furthermore, hectic lifestyle and increase in need for convenience food drive the growth of the market and help increase the frozen vegetable market size. Growth of the retail network in emerging economies, such as India, China, and Brazil, has led to increased availability of frozen vegetables, thus supplementing the market growth. However, negative perception of consumers related to nutritional content of frozen food, high cost of freezing technology, and poor freezing facilities in semi-urban & rural areas impede the growth of frozen vegetables market.

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By end user, the retail customer segment dominated the frozen vegetables market in 2017. This was attributed to immediate gratification and availability of several options of trail before purchase. The food service industry is expected to witness a moderate growth rate of 4.7% during the forecast period, owing to increase in number of fast-food outlets and QSRs all around the world.

Based on distribution channel, the supermarket/hypermarket segment dominated the market in 2017, due the fact that these retail formats provide an augmented shopping experience. Moreover, they offer a one-stop solution to a number of shopping needs, which boosts their popularity across the globe. The others segment which includes convenience stores, and mom & pop stores, and is expected to witness steady growth rate during the forecast period, owing to increase in number of convenience stores. In addition, convenience stores and mom & pop stores are located near residential areas and require less efforts purchasing goods. This ease of purchase adds to the popularity of others segment, thus acting as a key driver of the global frozen vegetables market.

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In terms of value, Europe and North America collectively contributed over half of the global market share in the frozen vegetables market in 2017. The key players profiled in the report include Aryzta AG, General Mills Inc., Kraft Foods Group Inc., Ajinomoto Co. Inc., Cargill Incorporated, Europastry S.A., JBS S.A., Kellogg Company, Nestle S.A., and Flower Foods.

The other key market players (not profiled in this report) are Amy's Kitchen, Inc., Ardo N.V., Arena

Agroindustrie Alimentari SPA, Bellisio Foods, Inc., Bonduelle SCA, Conagra Foods, Inc., Findus Group., Goya Foods, Inc., H.J. Heinz Company, and Iceland Foods Ltd.

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On the basis of distribution channel, the market is bifurcated into discounters, supermarkets/hypermarkets, and others. The supermarket/ hypermarket segment is anticipated to manifest the fastest CAGR of 5.1% through 2025. Moreover, the segment held lion's share in 2017, accounting for more than three-fifths of the market.

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The report provides a quantitative analysis of the current frozen vegetables market trends, estimations, and dynamics of the market size from 2018 to 2025 to identify the prevailing market opportunities.

The key countries in all the major regions are mapped based on their market share.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis on the frozen vegetables market size and segmentation assists in determining the prevailing frozen vegetables market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global industry. Market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of market players.

The report includes revenue generated from the sales of frozen vegetables and the frozen vegetables market forecast across North America, Europe, Asia-Pacific, and LAMEA.

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David Correa  
Allied Market Research  
+1 800-792-5285

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