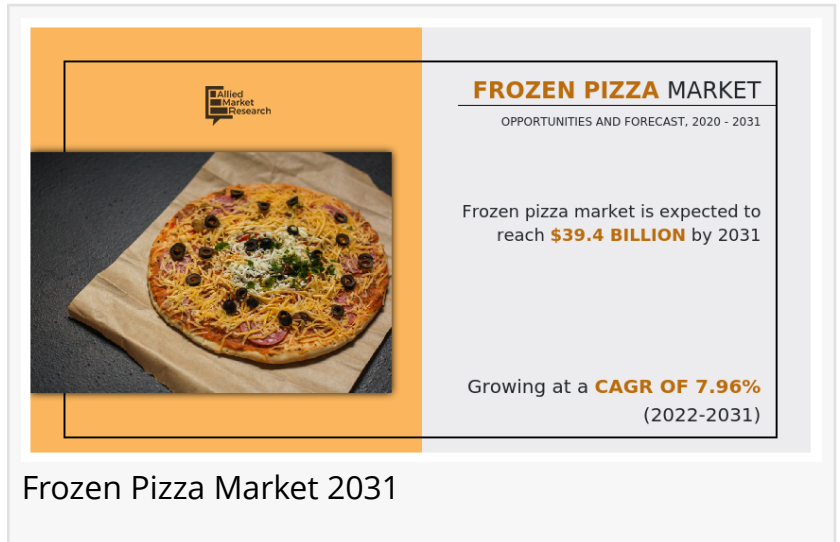


Pie in the Sky: Global Frozen Pizza Market Set to Soar, Anticipated to Reach \$39 Billion by 2031

The development of vaccines and their approval in few countries has provided some relief.

WILMINGTON, NEW CASTLE,
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November 21, 2023 /
EINPresswire.com/ -- The Global Frozen Pizza Market was valued at \$17,362.80 million in 2020, and is projected to reach \$39,373.20 million by 2031, growing at a CAGR of 7.96% from 2022 to 2031.



Frozen Pizza Market 2031

The fast-paced lifestyle of individuals has enforced them to seek convenient solutions. Growth in demand for convenience food has led the foundation for the frozen pizza market. However, consumers want frozen pizzas that are healthier and have real and authentic food attributes.

“

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Frozen pizzas are today perceived as premium food products. The different types include regular thin crust, extra thin crust, deep-dish, and others, such as classic/thick crust, stuffed crust, and rise crust. Health consciousness among the consumers has led to the growth in popularity of gluten free frozen pizza supplementing the market growth. Other factors such as increased disposable income, rise in standard of living, and

rapid increase in number of large retail chains further fuels the market growth.

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To better retain the freshness and quality of frozen pizza, various frozen pizza manufacturers have started investing in R&D to seek new and innovative freezing technologies. This includes pre-treatment of the frozen pizza, freezing processes, cold chain logistics, as well as warehouse

management. Major players, such as General Mills and Nestle, have enjoyed cost advantage amidst increasing cost of raw materials on account of operational excellence. As cost of raw materials would increase, players are expected to invest in R&D to develop advanced freezing technologies to reduce energy consumption and overall production cost, thereby increase in profit margins. For instance, the advancement of technology has led to the introduction of the quickest freezing technology such as impingement freezing, hydro-fluidization freezing, high-pressure assisted freezing, magnetic resonance-assisted freezing, and others. Freezing pizza with the help of liquid nitrogen also provides a major opportunity to the frozen pizza manufacturers, thus driving the market growth.

The global frozen pizza market is segmented on the basis of crust type, toppings, distribution channel, and geography. Based on product type, the market is segmented into regular thin crust, extra thin crust, deep-dish, and others. Based on toppings, the market is segmented into meat topping and vegetable topping. Based on distribution channel, the market is segmented into food chain service, and retail.

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1. This report provides a quantitative analysis of the Frozen Pizza Market Size, market segments, current trends, estimations, and dynamics of the frozen pizza market analysis from 2020 to 2031 to identify the prevailing Frozen Pizza Market Opportunity.
2. The market research is offered along with information related to key Frozen Pizza Market Forecast, drivers, restraints, and opportunities.
3. Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
4. In-depth analysis of the Frozen Pizza Market Share assists to determine the prevailing Frozen Pizza Market demand.
5. Major countries in each region are mapped according to their revenue contribution to the global market.
6. Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
7. The report includes the analysis of the regional as well as global frozen pizza market trends, key players, market segments, application areas, and Frozen Pizza Market Growth strategies.

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Based on crust type, Regular Thin Crust segment held the major share in the market. Frozen pizzas are trending toward thin crusts, owing to its reduced calories and health association they offer as compared to the other stuffed and deep-dish frozen pizzas. Thus, growing health consciousness among the consumer is anticipated to drive the regular thin crust frozen pizzas market.

Changes in lifestyle impacts the consumer taste and behaviour, and the hectic modern life changes North America consumers inclination toward frozen pizza, as it is easy and quick to prepare. Large spending capabilities of consumers boost the consumption of frozen pizza in the North America. Furthermore, the high demand for convenience food in this market is anticipated to fuel the growth of the frozen pizza market. In 2020, the U.S. was the largest market in North America and is anticipated to grow at a significant CAGR of 7.9%.

Based on toppings, vegetable toppings witness a major growth rate in the market. Vegetable topping include capsicum, onion, tomato, mushroom, peppers, and others. Manufacturers focus on seasonal vegetables as toppings for the pizza. Frozen pizza manufacturers take seasonal vegetables and have them available throughout the year.

The report includes comprehensive analysis of the key players in the operating in the Frozen Pizza Industry such as Nestle S.A., Hansen Foods, LLC (Private Label), Schwan Food Co., Dr. Oetker, General Mills, Inc., Freiberger Lebensmittel GmbH & Co. KG., Conagra Brands Inc., Daiya Foods Inc., Amy's Kitchen, Inc., and Palermo Villa, Inc.

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