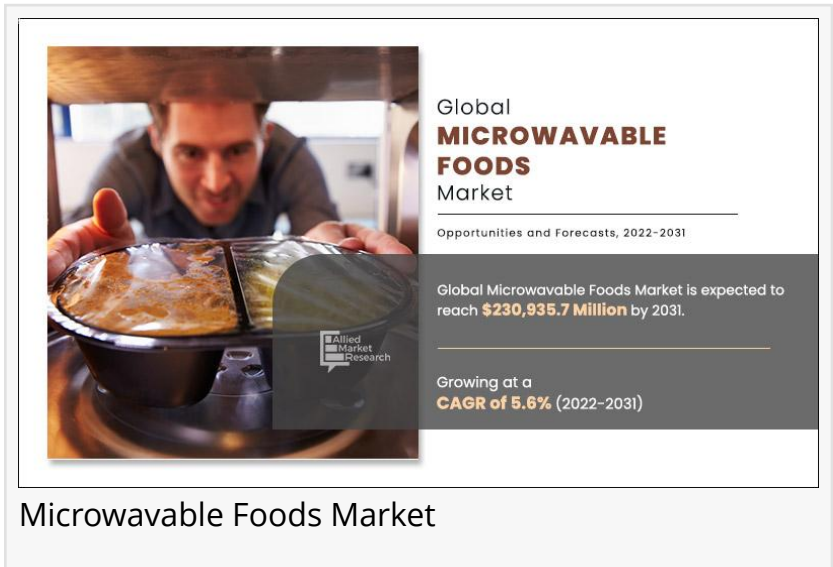


# Microwavable Foods Market to Receive Overwhelming Hike In Revenue That Will Boost Overall Industry Growth by 2031

*Rise in popularity of fast-food restaurants and large population base coupled with increase in number of quick-service restaurants drive the global market.*

WILMINGTON, DE, UNITED STATES, July 15, 2025 /EINPresswire.com/ -- [Microwavable Foods Market Size](#) size was accounted for \$120.45 billion in 2020, and is expected to reach \$230.93 billion by 2031, growing at a CAGR of 5.6% from 2022 to 2031.



The growing popularity of fast-food restaurants, along with a large and expanding population base and the increasing number of quick-service restaurants, is driving the growth of the global microwaveable foods market. However, limited consumer awareness about microwaveable food products poses a challenge to market expansion. On the other hand, rising disposable incomes and accelerating urbanization are expected to create promising opportunities for market growth in the coming years.

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The microwavable foods market presents significant opportunities for manufacturers, driven by the growing consumer preference for frozen meals. The increasing popularity of microwavable foods among millennials has further propelled market growth, as this demographic shows a strong inclination toward convenient, healthy, and nutritious food options. The rising demand is also fueled by consumers' busy and fast-paced lifestyles, which have increased the reliance on quick and easy meal solutions worldwide. In response, key industry players are pursuing strategies such as mergers, acquisitions, and new product launches to strengthen their market presence and remain competitive in the evolving microwavable foods landscape.

The growing demand for convenient microwavable food products that align with modern lifestyles being healthy, ethical, and comforting is a prominent trend across the U.S. and

European nations, including the UK, Germany, and France. In developed countries, increased adoption of household cooking technologies has further propelled market growth. Additionally, rising disposable incomes in emerging economies like China, India, and Brazil have led consumers to spend more on time- and labor-saving food options. With less willingness to invest time in meal preparation, many consumers prioritize convenience over cost. As a result, they increasingly opt for shelf-stable, chilled, and frozen microwavable foods over traditional home-cooked meals. The shift in household dynamics particularly the rise in dual-income families and more women participating in the workforce also contributes to the growing demand for quick and easy meal solutions, further boosting the microwavable foods market.

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The [microwavable foods industry](#) has witnessed a significant growth rate, owing to increased consumption of microwavable ready meals across the globe. Rapid urbanization and fast-paced lifestyle have shifted the preferences of consumers toward use of microwavable food products, which require less time for cooking than traditional home cooked meal. Moreover, advancement in freezing technology has led to the emergence of frozen microwavable foods, which contributes extensively toward the growth of market.

By region, the market across Europe, followed by North America, dominated in 2020, accounting for more than one-third of the market, owing to high consumption of microwavable foods. However, the market across Asia-Pacific is anticipated to showcase the highest CAGR of 7.2% during the forecast period, owing to rise in the number of working women population.

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#### Major market players

Ajinomoto Windsor, Inc.  
ConAgra Foods, Inc.  
Campbell Soup Company  
Kellogg Company  
General Mills Inc.  
Nestle SA  
McCain Foods  
Pinnacle Food Inc.  
Unilever Plc.  
The Kraft Heinz Company

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