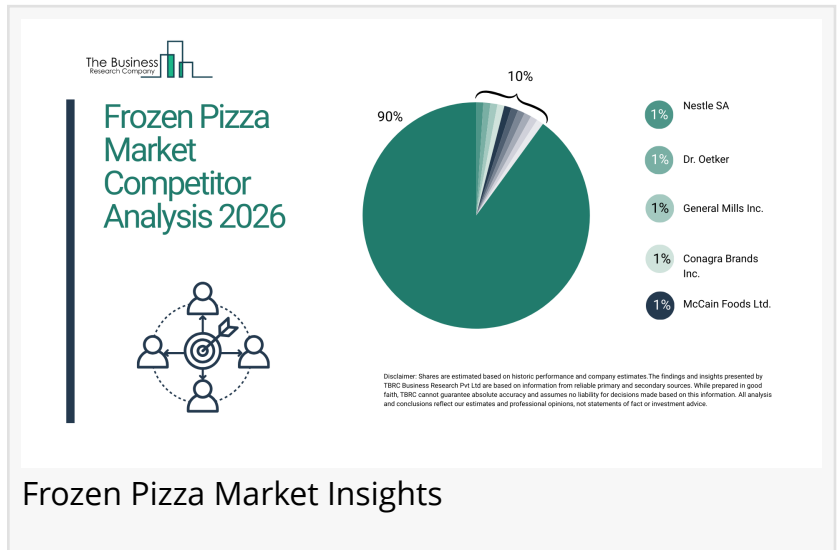


# Frozen Pizza Market 2026 maintaining strong demand in quick meal segments

*The Business Research Company's Frozen Pizza Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035*

LONDON, GREATER LONDON, UNITED KINGDOM, March 21, 2026

/EINPresswire.com/ -- The [frozen pizza market](#) is dominated by a mix of global food manufacturers and specialized frozen food producers. Companies are focusing on premium ingredient sourcing, innovative flavor profiles, clean-label formulations, and advanced freezing and packaging technologies to strengthen market presence and maintain product quality and safety standards. Emphasis on health-conscious offerings, convenience-driven consumption trends, supply chain efficiency, and expansion across retail and e-commerce channels remains central to competitive positioning. Understanding the competitive landscape is



essential for stakeholders seeking growth opportunities, product innovation, and strategic partnerships within the rapidly evolving packaged and convenience food sector.



It will grow from \$21.76 billion in 2025 to \$22.67 billion in 2026 at a compound annual growth rate (CAGR) of 4.2%”

*The Business Research Company*

## Which Market Player Is Leading The [Frozen Pizza Market Growth](#)?

- According to our research, Nestle SA. led global sales in 2024 with a 2% market share. The frozen and prepared meals division of the company, which is directly involved in the frozen pizza market, provides a wide range of branded

frozen pizza products across premium, mainstream, and value segments, supported by strong retail distribution networks, advanced cold-chain logistics, and continuous product innovation to meet evolving consumer preferences for convenience and quality.

## Who Are The Major Players In The Frozen Pizza Market?

Major companies operating in the frozen pizza market are Nestle SA, Dr. Oetker, General Mills Inc., Conagra Brands Inc., McCain Foods Ltd., Bellisio Foods Inc., Amys Kitchen Inc., Tyson Foods

Inc., Ajinomoto Co Inc., Beyond Meat Inc., Pinnacle Foods Inc., ITC Limited, Daiya Foods Inc., California Pizza Kitchen Inc., BRF S.A., Freiberger Lebensmittel GmbH, Schwans Consumer Brands Inc., Miltons Craft Bakers, One Planet Pizza, Anhui Lejinji Food Co. Ltd., Convenio Foods Pvt. Ltd., Monte Pizza Crust B.V., Jacks Pizza, Turtle Island Foods, Giovanni's Frozen Pizza, Atkins Nutritionals Inc., Frozen Specialties Inc., Newmans Own, and Hansen Foods LLC.

#### How Concentrated Is The Frozen Pizza Market?

- The market is fragmented, with the top 10 players accounting for 10% of total market revenue in 2024. This level of concentration reflects moderate entry barriers, driven by established brand loyalty, strong retail shelf competition, private label penetration, supply chain efficiencies, and the need for continuous product innovation to meet evolving consumer taste preferences and convenience trends. Leading players such as Nestle SA, Dr. Oetker, General Mills Inc., Conagra Brands Inc., McCain Foods Ltd., Bellisio Foods Inc., Amys Kitchen Inc., Tyson Foods Inc., Ajinomoto Co Inc., and Beyond Meat Inc, hold notable market shares through diversified brand portfolios, strong retail and foodservice distribution networks, large-scale manufacturing capabilities, and continuous innovation in flavors, formats, and better-for-you frozen offerings. As demand for convenient meal solutions, premium ingredients, and clean-label products grows, strategic partnerships, product differentiation, and geographic expansion are expected to strengthen the competitive positioning of these leading companies in the market.

- Leading companies include:

- o Nestle SA (1%)
- o Dr. Oetker (1%)
- o General Mills Inc. (1%)
- o Conagra Brands Inc. (1%)
- o McCain Foods Ltd. (1%)
- o Bellisio Foods Inc. (1%)
- o Amys Kitchen Inc. (1%)
- o Tyson Foods Inc. (1%)
- o Ajinomoto Co Inc. (1%)
- o Beyond Meat Inc. (1%)

#### Request A Free Sample Of The Frozen Pizza Market Report

[https://www.thebusinessresearchcompany.com/sample\\_request?id=12620&type=smp&utm\\_source=EINPresswire&utm\\_medium=Paid&utm\\_campaign=Mar\\_PR](https://www.thebusinessresearchcompany.com/sample_request?id=12620&type=smp&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR)

#### Who Are The Key Raw Material Suppliers In The Frozen Pizza Market?

- Major raw materials suppliers in the frozen pizza market include Archer Daniels Midland Company, Cargill Incorporated, Bunge Global SA, Ingredion Incorporated, Kerry Group plc, Tate & Lyle PLC, Associated British Foods plc, Puratos NV, Lesaffre International, Corbion N.V., Roquette Frères, Arla Foods amba, Fonterra Co-operative Group Limited, Saputo Inc., Lactalis Ingredients, FrieslandCampina Ingredients, CHS Inc., Wilmar International Limited, AAK AB, Döhler GmbH.

### Who Are The Major Wholesalers And Distributors In The Frozen Pizza Market?

- Major wholesalers or distributors in the frozen pizza market include Sysco Corporation, US Foods Holding Corp., Performance Food Group Company, Gordon Food Service, Bidcorp Group, Bunzl plc, Brakes Group Ltd., Martin-Brower Company, KeHE Distributors LLC, United Natural Foods Inc., Dot Foods Inc., McLane Company Inc., SpartanNash Company, C&S Wholesale Grocers LLC, Ben E. Keith Company, Shamrock Foods Company, Core-Mark Holding Company Inc., Cheney Brothers Inc., Baldor Specialty Foods Inc., DPI Specialty Foods Inc.

### Who Are The Major End Users Of The Frozen Pizza Market?

- Major end users in the frozen pizza market include Walmart Inc., Costco Wholesale Corporation, The Kroger Co., Tesco PLC, Carrefour S.A., Aldi Einkauf GmbH & Co. oHG, Lidl Stiftung & Co. KG, Target Corporation, Amazon.com Inc., Whole Foods Market Inc., 7-Eleven Inc., AEON Co. Ltd., Woolworths Group Limited, Coles Group Limited, Edeka Group, Publix Super Markets Inc., Trader Joe's Company, Metro Inc., SPAR International B.V., Mercadona S.A.

### What Are The Major Competitive Trends In The Market?

- Neapolitan-style frozen pizza innovation is transforming the frozen pizza market by enhancing product authenticity, elevating premium positioning, and delivering pizzeria-quality taste in a convenient at-home format.
- Example: In October 2025, Dr. Oetker launched its premium Suprema range of Neapolitan-style frozen pizzas in the UK.
- Its triple-fermented sourdough crust baked at over 400°C on hot stone, combined with high-quality Italian ingredients and clean-label formulations free from flavor enhancers or added colors, enhances product differentiation, supports premium value growth, and strengthens brand competitiveness in the evolving frozen pizza segment.

### Which Strategies Are Companies Adopting To Stay Ahead?

- Enhancing Product Authenticity And Premium Positioning Through Stone-Fired Crust Innovations
- Leveraging Flavor-Rich Recipes And Advanced Processing Technologies To Expand Premium Frozen Pizza Portfolios
- Introducing Neapolitan-Style Frozen Innovations To Deliver Authentic Pizzeria-Quality Experiences At Home
- Developing Snackable And Portion-Controlled Formats To Address Convenience-Driven And On-The-Go Consumption Trends

Access The Detailed Frozen Pizza Market Report Here

[https://www.thebusinessresearchcompany.com/report/frozen-pizza-global-market-report?utm\\_source=EINPresswire&utm\\_medium=Paid&utm\\_campaign=Mar\\_PR](https://www.thebusinessresearchcompany.com/report/frozen-pizza-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR)

Learn More About [The Business Research Company](https://www.thebusinessresearchcompany.com)

The Business Research Company ([www.thebusinessresearchcompany.com](https://www.thebusinessresearchcompany.com)) is a leading market intelligence firm renowned for its expertise in company, market, and consumer research. We

have published over 17,500 reports across 27 industries and 60+ geographies. Our research is powered by 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

We provide continuous and custom research services, offering a range of specialized packages tailored to your needs, including Market Entry Research Package, Competitor Tracking Package, Supplier & Distributor Package and much more.

Disclaimer: Please note that the findings, conclusions and recommendations that TBRC Business Research Pvt Ltd delivers are based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such TBRC Business Research Pvt Ltd can accept no liability whatever for actions taken based on any information that may subsequently prove to be incorrect. Analysis and findings included in TBRC reports and presentations are our estimates, opinions and are not intended as statements of fact or investment guidance.

Contact Us:

The Business Research Company

Americas +1 310-496-7795

Europe +44 7882 955267

Asia & Others +44 7882 955267 & +91 8897263534

Email: [info@tbrc.info](mailto:info@tbrc.info)

Follow Us On:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

Oliver Guirdham

The Business Research Company

+44 7882 955267

[info@tbrc.info](mailto:info@tbrc.info)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/900598451>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.