

Taylor Fresh Foods Holds a 6% Share in the Moderately Fragmented Packaged Salad Market

The Business Research Company's Moderately Fragmented Packaged Salad Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

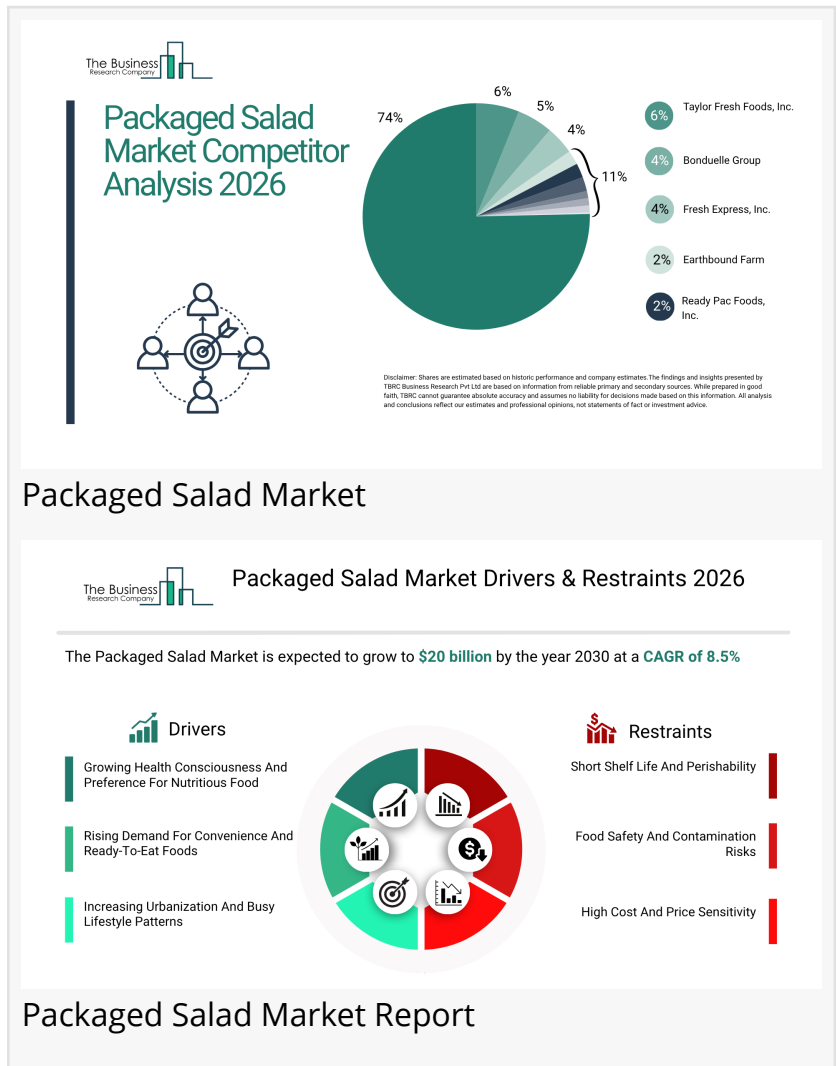
LONDON, GREATER LONDON, UNITED KINGDOM, October 16, 2026

/EINPresswire.com/ -- [The packaged salad market](#) is gaining significant traction as consumers increasingly seek fresh, convenient, and nutritious food options. With evolving lifestyle patterns and a growing focus on health, this sector is poised for impressive expansion in the coming years. Here's an in-depth look at the market size, growth drivers, key players, and emerging trends shaping the packaged salad landscape.

Current Market Size and Forecast in Packaged Salad

Taylor Fresh Foods, Inc. stood out as the market leader in 2024, holding a 6% share within a moderately fragmented market where the top 10 companies together accounted for 26% of total revenue. The competition involves global fresh food brands, packaged food manufacturers, and suppliers of refrigerated ready-to-eat produce. Key areas of focus for these players include fresh-cut processing, packaging innovations that extend shelf life, cold chain logistics, and creating value-added salad mixes. Emphasizing food safety, clean-label ingredients, sustainable packaging, and rapid distribution forms the foundation of many companies' market positioning strategies.

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Projected Growth and Market Size of Packaged Salad by 2030

The packaged salad market is anticipated to surpass the \$20 billion mark by 2030. This segment represents about 12% of the broader Perishable

Prepared Food market, which is expected to reach around \$160 billion by the same year. In the context of the wider Food and Beverages industry, projected to hit \$9,313 billion by 2030, packaged salad will constitute roughly 0.2% of the total market value. An expected compound annual growth rate (CAGR) of 8% through 2030 highlights the strong upward trajectory of this category.

Segment Breakdown in the Packaged Salad Market by Type

Looking at product types within packaged salad, the market splits between packaged greens and packaged kits. Packaged greens dominate, anticipated to make up 63%, or \$12 billion, of the market by 2030. This segment's growth is fueled by consumer preferences for simple, versatile salad ingredients, increasing use of leafy greens in home cooking, demand for pre-washed, ready-to-eat products, and a general perception of packaged greens as an affordable and healthy everyday food choice.

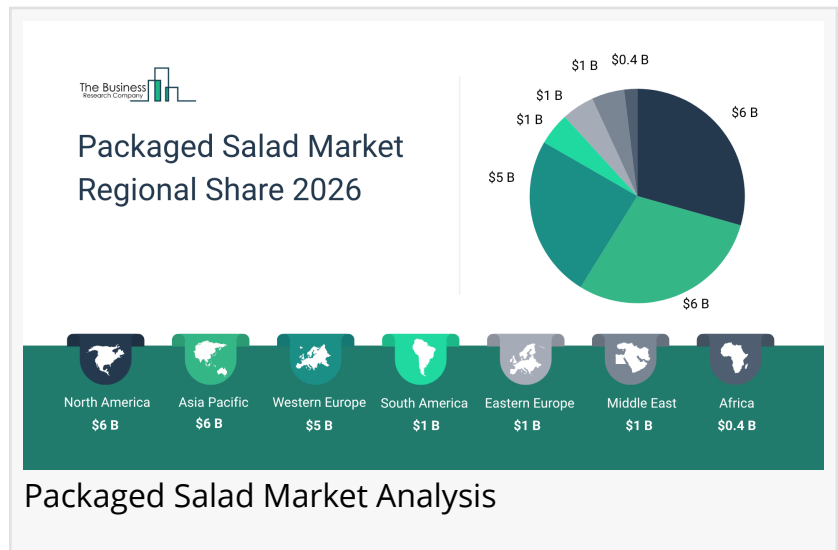
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Further segmentation highlights that packaged salads are divided by processing methods into organic and conventional types. Additionally, distribution channels are categorized into online and offline stores, reflecting the varied ways consumers access these products.

Health Awareness Shapes Demand for Packaged Salads

One of the primary forces driving the packaged salad market is the rising health consciousness among consumers. More people are choosing diets that emphasize balanced nutrition, weight management, and overall wellness. Packaged salads offer an easy and accessible source of vitamins, minerals, fiber, and fresh ingredients. Increasing awareness about preventive health and the importance of diet quality encourages a broader adoption of produce-based meals across different age groups. This trend is expected to contribute roughly 2.2% annual growth to the market.



Convenience is a Major Factor Boosting Packaged Salad Popularity

Alongside health concerns, the demand for convenient, ready-to-eat foods is accelerating market expansion. Consumers want meals that reduce preparation time without sacrificing freshness or nutritional value. Packaged salads fit this need perfectly, encouraging manufacturers to diversify their offerings with creative ingredient blends and varied portion sizes. This convenience factor is projected to add about 1.7% annual growth to the market.

Urbanization and Busy Lifestyles Encourage Packaged Salad Consumption

Urban growth and increasingly hectic lifestyles also contribute significantly to the market's expansion. City dwellers and working populations are seeking quick, fresh meal options that support active routines. Retailers and food service providers are responding by making packaged salads more widely available across multiple sales channels. This trend is expected to add approximately 1.4% annual growth to the packaged salad sector.

Regional Outlook and Market Leadership by 2030

North America is set to remain the dominant region in the packaged salad market by 2030, with a valuation of \$6.4 billion, up from \$4.4 billion in 2025. The region's compound annual growth rate is estimated at 8%. This growth is driven by consumer demand for convenient, healthy ready-to-eat foods, increasing health awareness, broad retail availability, preferences for clean-label products free from preservatives, and continuous innovation in salad blends and value-added products.

Within North America, the United States is projected to be the leading country, reaching \$5.8 billion by 2030 from \$3.9 billion in 2025, also growing at a CAGR of 8%. Factors supporting this growth include busy lifestyles favoring time-saving meals, rising popularity of plant-based diets, strong presence of organized retail channels, and advances in packaging technologies that enhance product freshness and shelf life.

Market Leader Taylor Fresh Foods, Inc. and Competitive Landscape

In 2024, Taylor Fresh Foods, Inc. led the global packaged salad market with a 6% share. The company's fresh foods segment offers a diverse portfolio including fresh-cut salads, salad kits, washed ready-to-eat greens, and packaged vegetable blends catering to retail, foodservice, and consumers seeking convenient healthy options.

Other prominent competitors in the sector include Bonduelle Group, Fresh Express, Inc., Earthbound Farm, Ready Pac Foods, Inc., Chiquita Brands, LLC, Del Monte Fresh Produce N.A., Inc., Dole Food Company, Inc., Gotham Greens, Mann Packaging Co., Inc., BrightFarms, Inc., Eat Smart, Apio, Inc., Vegpro International Inc., Tanimura & Antle Fresh Foods, Inc., Little Leaf Farms LLC, Curation Foods, Inc., United Salad Co., Zina's Salads Inc., Misionero, Church Brothers Farms, Organicgirl LLC, and The Nunes Company, Inc.

Market Fragmentation and Industry Challenges

The packaged salad market exhibits moderate fragmentation, with the top 10 players responsible for 26% of revenue in 2024. Market entry barriers are moderate due to stringent food safety regulations, cold chain logistics requirements, short product shelf lives, and the necessity for consistently fresh, high-quality products. Leading companies maintain their position through diversified product lines, established retail and foodservice partnerships, robust cold chain distribution, and continuous innovation in fresh-cut processing and salad formulations. As consumer demand rises for convenient healthy foods, clean-label ingredients, longer shelf-life packaging, and sustainable production, collaboration, innovation, and regional expansion will be crucial for competitiveness.

How Companies Stay Ahead with Innovation

Top players compete by advancing fresh-cut processing techniques to prolong shelf life and ensure safety, improving produce sourcing for quality and traceability, expanding cold chain infrastructure for wider market reach, and adopting packaging innovations that enhance product stability and convenience.

Restaurant-Inspired Kits Spark Novelty in Packaged Salad Offerings

Innovations in ready-to-eat packaged salads, especially restaurant-inspired kits, are transforming the market by combining convenience with freshness and nutritional appeal. For instance, in March 2024, Fresh Express introduced new salad kits such as an Asian apple salad and a twisted Caesar creamy truffle chopped salad. These kits blend fresh greens, fruits, vegetables, and unique dressings to offer diverse flavors and promote healthier eating habits.

Growth Opportunities in Packaged Greens and Kits

The segments of packaged greens and salad kits are expected to contribute the most significant value increases, projected to add more than \$7 billion to the market by 2030. Packaged greens are forecasted to grow by \$4 billion, while packaged kits will add roughly \$3 billion between 2025 and 2030. Factors driving this growth include consumer preference for fresh, minimally processed foods, expanded adoption of healthy meal solutions at home, broader distribution through organized retail and e-commerce, and continuous innovation in ingredient combinations, packaging formats, and value-added features—all aligning with the industry's focus on convenience, freshness, and nutritional quality.

The Packaged Salad Value Chain and Key Participants

The packaged salad market's value chain encompasses raw material suppliers such as Dole Food Company Inc., Fresh Del Monte Produce Inc., Chiquita Brands International Sàrl, Bonduelle Group, Taylor Farms LLC, Earthbound Farm LLC, Grimmway Farms Inc., Driscoll's Inc., Greenyard NV, Tanimura & Antle Fresh Foods Inc., Mann Packing Company Inc., Bolthouse Farms Inc., Church Brothers Farms, Braga Fresh Family Farms, Fresh Express Incorporated, BrightFarms Inc., Little Leaf Farms LLC, Naturipe Farms LLC, San Miguel Produce Inc., Fresh Origins LLC, Lakeside Organic Gardens LLC, Ocean Mist Farms, Growers Express LLC, Calavo Growers Inc., and Del Fresco Pure Produce Ltd.

Wholesalers and distributors include Sysco Corporation, US Foods Holding Corporation, Performance Food Group Company, Gordon Food Service Inc., McLane Company Inc., UNFI Distribution Company, KeHE Distributors LLC, Cheney Brothers Inc., SpartanNash Company, Ben E. Keith Company, Shamrock Foods Company, Reinhart Foodservice LLC, PFG Customized Distribution Inc., C&S Wholesale Grocers LLC, Loblaw's Wholesale Division, Metro Supply Chain Group, Tesco Wholesale Limited, Carrefour Supply Chain Solutions, Walmart Distribution Center Services, Costco Wholesale Logistics Services, Aldi Global Supply Chain, Lidl Supply Chain Operations, Sodexo Food Services Supply Network, Aramark Distribution Services, and Compass Group Food Supply Division.

At the retail and end-user level, major companies include Walmart Inc., Costco Wholesale Corporation, Kroger Co., Tesco PLC, Carrefour S.A., Aldi Einkauf GmbH & Co. oHG, Lidl Stiftung & Co. KG, Amazon Fresh LLC, Whole Foods Market Inc., Target Corporation, Albertsons Companies Inc., Publix Super Markets Inc., Safeway Inc., Sainsbury's PLC, Woolworths Group Limited, Coles Group Limited, Metro AG, Aeon Co. Ltd., Seven and I Holdings Co. Ltd., Waitrose and Partners, Marks and Spencer Group plc, HEB Grocery Company LP, Trader Joe's Company, Sprouts Farmers Market Inc., and Meijer Inc.

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