

Frozen Meals - US - May 2013

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“One way to help increase usage of frozen meals is to better position them as convenient and affordable ways to try new types of cuisines. Only 21% of respondents say frozen meals are a good way to try new cuisine types, suggesting untapped potential for introducing consumers to brands’ more exotic flavors and dishes.”

– John N. Frank, Category Manager, Food and Drink Reports

In this report we answer the key questions:

- Can brands position their products as ways to try new cuisines?
- Should brands offer/promote a full serving of vegetables in their meals?
- Is it possible to make frozen meals less expensive?
- Should single-serve frozen meals come in two sizes?

This report builds on the analysis presented in Mintel’s *Frozen Meals—U.S., May 2012*, as well as the same title in September 2010, 2008, 2007, 2006, and previous years.

For the purposes of this report, frozen meals are defined as complete meals or entrées that are precooked and frozen. Frozen meals usually include a side dish and require minimal preparation or cooking time. Rice, pasta, noodle, and vegetable dinners in “bowls” are included.

This report also features a breakdown of consumption by demographics, and explores attitudes and opinions about frozen meals, as well as brands eaten, desired product attributes, and reasons and occasions for eating, based on the results of Mintel’s exclusive consumer survey and close analysis of the Experian Marketing Services NHCS.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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