Frozen Snacks - US - April 2017

Report Price: £3215.29 | $3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Frozen snacks' market size has remained remarkably consistent at just under the $5 billion mark for several years and is forecast to maintain that level for the foreseeable future."
- William Roberts, Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- **Sales remain at just under $5 billion**
- **Snack competition from foodservice**
- **Growth of grazing**
- **Number of households with children continues to shrink**

Whether that is stability or stagnation, the category continues to resonate with young consumers and families, but these consumers may well turn to more convenient items with healthful attributes among other snack options and leave frozen snack brands looking for an audience.

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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