

Frozen Snacks - US - 2022

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This report looks at the following areas:

- Frozen snack purchase
- Usage occasions for frozen snacks
- Drivers of frozen snack purchase
- Interest in international cuisines with frozen snacks
- Attitudes toward frozen snacks

The frozen snack category continues to record considerable sales growth, buoyed by consumer interest in flavorful, quickly prepared options. Still, the category faces something of an identity crisis: consumer usage behaviors suggest they don't generally plan for frozen snacks to be a part of their routine but rather turn to them when in need of an exciting meal that they don't have time (or knowledge) to cook. Brands in the category have an opportunity to become a part of consumers' plans and establish themselves potentially in their routine, whether as a lunch, a snack, or even as a component of a larger meal.

Rising prices for virtually everything are impacting sales of frozen snacks, though largely in a positive way, at least in terms of dollar sales. Nevertheless, this appears to somewhat mask the beginnings of attrition for the category, as volume sales growth has been notably slower and even negative in the case of the frozen handheld segment. Flavor innovation and a strategy that puts frozen snacks more in consumers' habits should offset this pattern, however, particularly if product innovation includes an element of BFY, whether in terms of healthy benefits, such as protein or fiber, or that capitalizes on the consumer interest in plant-based foods.



"The frozen snacks category has grown 52% since 2017, boosted by demand for cost-effective, filling snacks and small meals that are easy to make. Nevertheless, the category does face a lack of identity, as consumers recognize frozen snacks as convenient and flavorful but don't appear to regard them as part of their meal-planning strategy, turning to them primarily as circumstances warrant food that can be

quickly prepared."

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 Billy Roberts, Sr. Analyst –
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