

Frozen Snacks - US - 2023

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This report looks at the following areas:

- Frozen snack purchasing and purchase frequency
- Current frozen snack occasions and interest in uses
- Frozen snack purchase factors
- Interest in frozen snack concepts
- Frozen snacks attitudes and behaviors

Frozen snack engagement is widespread and meeting certain needs for the majority, as only 16% of consumers reporting a lack of engagement with frozen snacks. More detailed purchasing habits, though, in variety and frequency of frozen snacks purchases, speak to future opportunities for frozen snacks. Gen Z, Millennials and parents over index in most categories, with frequency of purchase painting an even more detailed picture. Frozen snacks are certainly a strong option as a back-up plan for consumers, but they are becoming more than that, especially for younger generations.

Inflation continues to help the frozen snacks market grow in dollars, even while volume growth slows (and sometimes declines) indicating that inflation is falsely boosting growth. To prove longer term value, frozen snacks will need to emphasize convenience and versatility and at blurred occasions.

About 75% of consumers are interested in frozen snacks as a part of a quick meal, either for themselves or their kids. Convenience and ease will need to remain central, with versatility increasingly key and attributes like flavour and flavour profile, BFY claims and even packaging moving the needle even further. Winning the frozen snacks consumer is increasingly about positioning products as strong contenders as snacks, meals, or meal starter/completers.



“Frozen snacks are evolving quickly into a mealtime solution as snacks and meals blur, with strong consumer interest underwriting this new direction. Versatility is quickly becoming as integral to the category as convenience and ease, which remain foundational.”

– Kelsey Olsen, Food and Drink Analyst

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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top Takeaways**
- **Consumer trends**
- **Frozen snacks have broad appeal**
Figure 1: Frozen snack consumption, 2023
- **Frozen snacks are fit for evolving generational eating habits**
Figure 2: Frozen snack consumption, by generation, 2023
- **Frozen snacks as more than a kid-friendly solution**
Figure 3: Current Frozen Snack Occasions and Uses, by parental status, 2023
- **Balance different sized needs**
Figure 4: frequency of purchase by specific frozen snack, by household size, 2023
- **Competitive strategies**
- **Fresh twists on frozen snacks**
Figure 5: Twists on nostalgic frozen snacks
- **Snacks as meals and snacks**
Figure 6: social media inspiration for frozen snacks at meal times, 2023
- **Market predictions**
Figure 7: Total US sales and fan chart forecast of market, at current prices, 2018-28
Figure 8: Category outlook, 2023-28
- **Opportunities**
- **Add value to add occasions**
Figure 9: Interest in frozen snack occasions, 2023
- **Widen positioning to reach more consumers**
Figure 10: frozen snack attitudes, 2023
- **Makeover frozen snacks to be more than just a back-up plan at meal times**
Figure 11: Frozen snack behaviors, 2023

MARKET SIZE AND FORECAST

- **Following elevated purchasing and prices, market will steady**

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Figure 12: Total US sales and fan chart forecast of frozen snacks market, at current prices, 2018-28

Figure 13: Total US Retail sales and forecast of frozen snacks, at current prices, 2018-2028

Figure 14: Total US retail sales and forecast of frozen snacks, at inflation-adjusted prices, 2018-28

SEGMENT PERFORMANCE

- **Frozen appetizers/snack rolls/pretzels play catch up**
Figure 15: Total US retail sales and forecast of frozen snacks, by segment, at current prices, 2018-28
- **Variety will be key for freezer sections**
Figure 16: Total US retail sales of frozen snacks, by channel, at current prices, 2018-2023

MARKET DRIVERS

- **Freezer space potential barrier for frozen foods**
Figure 17: US Google Searches of 'deep freezer' over time, 2018-2023
- **Consumer priorities and technology evolve frozen foods heating methods**
Figure 18: Frequency of cooking-related activities, 2022
Figure 19: Percent of frozen food launches with microwavable claim, 2018-2022
- **Generations blur the line between meals and snacks**
Figure 20: Frequency of snacking, 2022
- **Solidify longer term value proposition for frozen snacks**
Figure 21: Frozen snack purchases, by financial situation, 2023
Figure 22: Consumer Sentiment Index, 2007-2023

MARKET SHARE/KEY PLAYERS

- **Market leaders experience varied sales growth, boosted by inflation**
- **Leading companies' market share dominated by top brands**
- **A mix of frozen snacks categories drive growth for other market leaders**
Figure 23: Multi-outlet sales of frozen snacks, by leading companies, rolling 52 weeks 2022 and 2023
- **Appetizers/snack rolls/pretzels segment points to opportunity for variety**
- **Totino's Pizza Rolls hold strong**
- **Variety (in format and flavors) is the name of the game for segment growth**
- **Emerging brands growth from mix of fun and function**

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Figure 24: Multi-outlet sales of frozen appetizers/snack rolls/pretzels, by leading companies and brands, rolling 52 weeks 2022 and 2023

- **Brand loyalty proves important in frozen handhelds**
- **Hot Pockets and Uncrustables hold almost half of segment share**
- **Connect consumers with smaller segment players**
- **Growth from innovation in handhelds: global inspiration, format innovation, increased inclusivity**

Figure 25: Multi-outlet sales of frozen handheld entrees, by leading companies and brands, rolling 52 weeks 2022 and 2023

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Nostalgia... reinvigorated**
Figure 26: Twists on nostalgic frozen snacks, 2023
- **Frozen snacks may be plant based sweet spot**
Figure 27: Plant Based frozen snacks, 2023
Figure 28: Frozen Food Launches with Plant Based Claim, 2018-2023
- **Stretch frozen snacks to fit flexible occasions**
Figure 29: social media inspiration for frozen snacks at meal times, 2023
- **Frozen sandwiches best fit for thaw and eat innovation**
Figure 30: thaw and eat products and positioning, 2023
- **Meet the growing demand for exploration in the frozen aisle**
Figure 31: Global inspired frozen snacks, 2023
- **Level up targeted marketing**
Figure 32: Hot Pockets Instagram posts, 2023

THE FROZEN SNACKS CONSUMER – FAST FACTS

- **Prove ability to meet individual and group needs**
- **Build upon convenience to build occasions**
- **Variety is the spice of frozen snacks**

FROZEN SNACK PURCHASES

- **Keep comfort and convenience at core**
Figure 33: Trended frozen snack consumption, 2022-2023
- **A new wave of frozen snackers**
Figure 34: Frozen snack consumption, by generation, 2023
- **Forge longer term engagement without ties to life stage**
Figure 35: Frozen snack consumption, by parental status, 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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FREQUENCY OF PURCHASE BY SPECIFIC FROZEN SNACK

- **Frozen snack loyalty is product-dependent**
Figure 36: frequency of purchase by specific frozen snack, 2023
- **Frozen snacks: more than an afterthought**
Figure 37: frequency of purchase by specific frozen snack, by generation, 2023
- **Frozen snacks must be fit for different household sizes**
Figure 38: frequency of purchase by specific frozen snack, by household size, 2023

CURRENT FROZEN SNACKS OCCASIONS

- **Lean into blurred occasions**
Figure 39: Current Frozen Snack Occasions and Uses, 2023
- **Maintain versatility with younger frozen snackers**
Figure 40: Current Frozen Snack Occasions and Uses, by generation, 2023
- **Non-parents may need convenience proven**
Figure 41: Current Frozen Snack Occasions and Uses, by parental status, 2023

INTEREST IN FROZEN SNACK USES

- **Piece together quick meals with frozen snacks**
Figure 42: Interest in frozen snack occasions, 2023
- **Differentiate meal time positioning for men**
Figure 43: Interest in frozen snack occasions, by gender, 2023
- **Make meal times easier, especially for individuals**
Figure 44: Interest in frozen snack occasions, by generation, 2023

FROZEN SNACK PURCHASE FACTORS

- **Build towards innovation with brand trust**
Figure 45: Frozen snack purchase factors, 2023
- **Convince vs nutrition: a balancing act**
Figure 46: Frozen snack purchase factors, by parental status, 2023
- **Prove frozen snacks fit for meal times**
Figure 47: Frozen snack purchase factors, by parental status, 2023

INTEREST IN FROZEN SNACK CONCEPTS

- **Stack flavor and format concepts to encourage trial**
Figure 48: Interest in frozen snack concepts, 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- **Prove convenience from the outside in for female consumers, especially**
Figure 49: Interest in frozen snack concepts, by gender, 2023
- **Creativity will craft connections**
Figure 50: Interest in frozen snack concepts, by generations, 2023

FROZEN SNACK ATTITUDES

- **Zoom out to portray a sense of better**
Figure 51: frozen snack attitudes, 2023
- **Expand engagement with generationally tailored positioning**
Figure 52: frozen snack attitudes, by generation, 2023
- **Craft customizable frozen snack experiences**
Figure 53: frozen snack attitudes, by parental status, 2023

FROZEN SNACK BEHAVIORS

- **Convenience doesn't mean a compromise**
Figure 54: Frozen snack behaviors, 2023
- **Explore alternative preparation methods**
Figure 55: Frozen snack behaviors, by parental status, 2023
- **Make room in the freezer to allow increased engagement**
Figure 56: Frozen snack behaviors, by generation, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations

APPENDIX – THE MARKET

Figure 57: Total US retail sales and forecast of frozen snacks, at inflation-adjusted prices, 2018-28
 Figure 58: Total US retail sales and forecast of frozen snacks, by segment, at current prices, 2018-28
 Figure 59: Total US retail sales and forecast of frozen appetizers/snack rolls/pretzels, at current prices, 2018-28
 Figure 60: Total US retail sales and forecast of frozen appetizers/snack rolls/pretzels, at inflation-adjusted prices, 2018-28
 Figure 61: Total US retail sales and forecast of frozen handheld entrees, at current prices, 2018-28

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- Figure 62: Total US retail sales and forecast of frozen handheld entrees, at inflation-adjusted prices, 2018-28
- Figure 63: Value, volume and average price of multi-outlet frozen appetizers/snack rolls/pretzels, 2018-2022
- Figure 64: Value, volume and average price of multi-outlet frozen handheld entrees, 2018-2022

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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