Frozen Food: The Original Meal Kit

Power of Frozen 2019 Report

The Frozen Food Comeback

The entrée category still reigns supreme at $9.2B annually. It ranks second behind fresh produce.

Frozen foods are part of the total meal solution

$56.7B in annual retail sales

What's the Breadth & Depth of Frozen Foods?

Covering breakfast to dessert and everything in between, the frozen food department is unique in its breadth of offerings.

Top 3 frozen categories with the largest percentage of dollar growth:

- Appetizers/snacks (+5.8%)
- Soups/sides (+9.8%)
- Breakfast food (+5.7%)

What Motivates Shoppers To Buy Frozen Food?

Shopper motivation based on the area of the store:

- Center of store: Convenience, Routine
- Perimeter: Convenience, Health
- Frozen: Convenience, Try New Things, Taste