

Frozen Snacks Market to Reach USD 262.90 Billion by 2035, Fueled by Rising Demand for Convenient and Ready-to-Eat Foods

Rising demand for convenient, ready-to-eat options and expanding retail channels are fueling growth in the frozen snacks market.

NEWARK, DE, UNITED STATES, August 18, 2025 /EINPresswire.com/ -- The global [frozen snacks market](#) is projected to become a USD 262.90 billion industry by 2035, growing from USD 153.91 billion in 2025 with a Compound Annual Growth Rate (CAGR) of 5.5%. This significant expansion presents a clear directive for manufacturers: innovate, adapt, and focus on the consumer's desire for convenience, variety, and evolving lifestyle needs.

The data reveals a market driven by the unstoppable momentum of

"snackification." Consumers, with busy lifestyles and a preference for smaller, frequent meals, are increasingly turning to frozen snacks. This trend has been a key focus for major players, who are already seeing success by aligning with these shifting preferences.

Market leaders are not waiting for the future; they are defining it. Nestlé, for instance, has leveraged its market position by identifying and capitalizing on trends like "newstalgia" and "little treat culture." This foresight has fueled strong sales in its frozen foods and other product segments, confirming that consumers want indulgent, nostalgic, and shareable options that are also simple to prepare.

Other major players are following suit with tailored product launches. Conagra Brands has introduced over 50 new frozen food items, including collaborations with Dolly Parton for



Southern-inspired meals. Their focus on mini and bite-sized foods like empanadas and tacos directly addresses the "snackification" trend. Meanwhile, Ajinomoto Co., Inc. is expanding its frozen Gyoza and Karaage offerings to meet the rising global interest in Japanese cuisine.

McCain Foods is another example of a company leading with innovation and a commitment to a more sustainable future. Their hybrid potato products with unique flavors like Salt & Vinegar and Firecracker Chilli demonstrate a push for flavor differentiation. At the same time, their partnership with the Sustainable Markets Initiative to promote regenerative farming highlights an industry-wide push for sustainability.

The market's growth is supported by a dynamic global trade flow. The United States, Belgium, France, and China are the top exporters, with the U.S. leading in a wide range of frozen pizzas and French fries. Belgium and France are known for their frozen potato products and gourmet pastries, while China is rapidly increasing its exports to neighboring Asian nations. The top importers include the United States, Germany, the United Kingdom, Japan, and Canada, reflecting a global interconnectedness in the frozen snack supply chain.

Per capita consumer spending on frozen snacks is a key indicator of this trend's strength, especially in developed markets like North America and Western Europe. Spending in the U.S. is notably high, driven by the demand for frozen pizza, French fries, and plant-based or gluten-free alternatives. While per capita spending is currently lower in emerging markets like China, India, and Brazil, rapid urbanization and rising disposable incomes are quickly fueling demand, indicating a significant growth opportunity for manufacturers.

Within the market, two segments are projected to lead the way. Frozen ready meals are set to capture 35% of the market share by 2025, driven by their convenience, affordability, and variety of cuisines. The ready-to-eat category is projected to lead with a 40% market share by 2025, as consumers seek quick-preparation options like frozen pizzas and sandwiches. Key players like Amy's Kitchen and Pinnacle Foods are addressing this demand by providing products that cater to diverse dietary needs, further solidifying the category's dominance.

While the market offers immense opportunity, manufacturers must also address key challenges. Supply chain disruptions, rising energy costs, and fluctuating raw material availability can impact profitability. Additionally, consumers are increasingly concerned about the high sodium and trans fat content in some frozen snacks, driving a demand for "clean-label," organic, and low-calorie alternatives. Sustainability is another critical factor, with a growing push for environmentally friendly packaging and production methods.

Manufacturers who can navigate these challenges stand to benefit from a wealth of opportunities. The rising demand for plant-based, vegan, and high-protein frozen snacks is creating new market segments. Premiumization—offering gourmet, ethnic, and organic options—is also expanding the consumer base to health-conscious individuals. Furthermore, smart packaging with AI-driven technology for freshness and safety is building consumer trust

and driving innovation.

From a regional perspective, the outlook is strong. The U.S. market is thriving on convenience foods and plant-based options, with a projected CAGR of 5.6%. The U.K. market, with a 5.4% CAGR, is seeing growth in frozen bakery and vegetarian snacks. The European Union is experiencing growth with a 5.5% CAGR, driven by demand for high-protein and organic options. Meanwhile, South Korea and Japan are leveraging their unique culinary traditions to drive market growth, with South Korea showing a strong CAGR of 5.6% due to the popularity of frozen dumplings and street foods.

As the frozen snacks market continues its upward trajectory, the future is clear: success will belong to those manufacturers who can blend convenience with quality, innovation with sustainability, and global trends with regional tastes.

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