



Making frozen as consumer  
pleasing as fresh

# Hard-working, label-friendly ingredients help formulators deliver the next generation of frozen foods.

Many of today's consumers are focused on fresh ingredients. But that doesn't mean they won't stock their freezers with convenient frozen pizzas, bread products, ready-to-eat meals, soups and snacks. According to Packaged Facts, label-friendly and innovative products with good nutrition profiles – as well as bold flavors and global-inspired cuisines – are strengthening the frozen food market.<sup>1</sup>

Their survey data reveals that 90 percent of consumers buy packaged frozen hot meal items for heating or microwaving at home, an increase of 15 percentage points in just two years. The leading products are vegetables, potatoes, pizzas and dinners. In addition, more than a third of U.S. households purchase frozen snacks.<sup>1</sup>



## Helping consumers feel good about their frozen food purchases

Just about every consumer has a different perception about what should or should not be in a healthy diet.<sup>3</sup> Positioning frozen food products as convenient and wholesome additions to a healthy eating style can help boost appeal.

Nearly six in ten consumers define a “healthy eating style” as getting the right mix of different foods. Consumers also consider how foods can be incorporated into their daily routines, and the ease and flexibility of maintaining a healthy eating style.<sup>3</sup>

55%

of women depend on the convenience of frozen foods when preparing dinner.<sup>4</sup>

According to Cargill proprietary research, a product is more likely to be considered label-friendly if the ingredients are recognizable and pronounceable, fewer in number, natural vs. artificial, and non-GMO.

66%

of Americans seek product claims which avoid negatively perceived ingredients.<sup>5</sup>

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## Next-generation frozen food ingredients

Cargill's food experts are developing label-friendly ingredients that make possible consumer-friendly frozen foods such as ready-to-eat meals, soups, breads and snacks.

- The new SimPure™ portfolio of functional native starches offers food and beverage manufacturers a label-friendly solution, together with greater process tolerance, shelf life and storage stability. Unlike traditional native starches, SimPure™ 99560 can withstand up to 10 freeze-thaw cycles, performing on par with the modified starches currently in use.
- The Cargill pectin portfolio has options ideal for frozen confections and bakery products. Using pectin in coatings can help prevent syneresis, or weeping, which may happen during freeze-thaw cycles.
- Cargill textured soy flour is ideal for applications such as ground meat, tacos, pizza topping, nuggets, patties and soup. In addition to input savings, they improve juiciness and reduce re-thawing loss compared with other protein sources.

## The growing demand for frozen foods

- **The global frozen food market is expected to reach \$306 billion by 2020**, a compound annual growth rate of 4.1 percent (2015-2020).<sup>2</sup>
- **This market consists of both retail and business customers.** Retail customers prefer ready-to-eat food, meat and soups. Business customers rely on frozen meat, seafood, frozen bread products and other ingredients.
- **Europe is the largest market for frozen foods, followed closely by North America.** A rapid increase in large retail chains in Asia is contributing to market growth.

### Sources:

<sup>1</sup> Packaged Facts. "Frozen Foods in the US: Hot Meals, Sides, and Snacks," 6th Edition.

<sup>2</sup> Allied Market Research. "Frozen Food Market By Product Type and User – Global Opportunity Analysis and Industry Forecast, 2014 – 2020."

<sup>3</sup> International Food Information Council Foundation. 2017 Food & Health Survey.

<sup>4</sup> National Frozen & Refrigerated Foods Association. [www.nfraweb.org](http://www.nfraweb.org).

<sup>5</sup> SHS FoodThink, Snacker Nation, 2015