



More consumers are  
turning to convenient  
frozen foods

## Frozen foods were included in 9.8 billion home eating occasions in 2018, an increase of two percent from 2008.<sup>1</sup>

Some of the growth is attributed to the millennial generation, many of whom are now juggling careers and families, and who appreciate the convenience and time savings frozen foods offer. This generation pays more attention than other generations to the healthfulness of their foods, preferring products that are made with simple ingredients and without artificial colors and flavors. Producers can satisfy their need for simplicity and convenience by formulating products with consumer-friendly ingredients.

### U.S. sales of frozen foods reached \$56.7 billion in 2018, larger than most grocery categories.<sup>3</sup>

Produce .....	\$59.8 billion
<b>Frozen foods .....</b>	<b>\$56.7 billion</b>
Meat .....	\$49.0 billion
Snacks.....	\$42.1 billion
Deli/Prepared.....	\$12.5 billion
Bakery .....	\$6.4 billion

### Top 10 categories for U.S. frozen food sales<sup>3</sup>

- 1 Entrees** ..... \$9.2 billion
- 2 Ice Cream** ..... \$6.8 billion
- 3 Novelties**..... \$5.2 billion
- 4 Pizza** ..... \$4.9 billion
- 5 Seafood** ..... \$4.8 billion
- 6 Poultry** ..... \$4.2 billion
- 7 Breakfast**..... \$3.5 billion
- 8 Processed Poultry** ..... \$3.1 billion
- 9 Meat**..... \$2.7 billion
- 10 Vegetables**..... \$2.5 billion



## What's in the freezer

Many consumers turn to frozen foods to quickly get dinner on the table. Sales of frozen entrees, already the leading category, are expected to increase over the next four years. Breakfast items, such as waffles and breakfast sandwiches, are also showing growth. <sup>2</sup>

## According to a survey by the American Frozen Food Institute<sup>3</sup>

- **99.4% of shoppers** report buying at least some frozen food
- **87.5% of respondents** say they purchase ice cream
- **85.5% report** purchasing frozen entrees
- **70.6% say** they purchase frozen pizza

Survey respondents say they rely on frozen food when they're in a pinch:

- **80% of shoppers** like having frozen food at home for when they're "out of time or need something quick"
- **70% of shoppers** report frozen foods are used between grocery trips or when they run out of fresh items

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Parents of kids between the ages of 7 and 12, older millennials and men are some of the largest buyers of frozen foods.<sup>3</sup>

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## References

- <sup>1</sup> The NPD Group. "U.S. Consumers Return to the Convenience of Frozen Foods." May 1, 2019. <https://www.npd.com/wps/portal/hpd/us/news/press-releases/2019/u-s--consumers-return-to-the-convenience-of-frozen-foods/>
- <sup>2</sup> The NPD Group. "The Future of Dinner." <https://www.npd.com/perspectives/future-of-dinner-lp/>
- <sup>3</sup> American Frozen Food Institute. "The Power of Frozen 2019." [https://www.fmi.org/docs/default-source/webinars/pdf-power-of-frozen-webinar-slides.pdf?sfvrsn=fa13496e\\_0](https://www.fmi.org/docs/default-source/webinars/pdf-power-of-frozen-webinar-slides.pdf?sfvrsn=fa13496e_0)

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## Formulating consumer-friendly frozen foods

Cargill's portfolio of label-friendly ingredients can help brands develop frozen foods that meet consumer demand for premium taste, satisfying texture and simple ingredients.

- **The SimPure™ portfolio of label-friendly starches** meets consumers' desire for simple ingredients while providing formulators with greater process tolerance, shelf life and stability.
- **Cargill's portfolio of plant-based proteins** is ideal for use in frozen entrees, pizzas, soups, nuggets, patties and desserts.
- **Cargill pectins and texturizing systems** are ideal for frozen confections, both dairy and non-dairy. Pectins help with variegates (caramel or chocolate sauces) in ice cream and create a clean, cuttable texture that's ideal for processing. These label-friendly ingredients increase texture, provide heat shock control, and replace monoglycerides, diglycerides and cellulose gums.