

Frozen Snacks - US - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The frozen snacks market continues its relatively flat performance of recent years, as consumers find other snacking options increasingly palatable in terms of convenience, flavor, and nutrition, leaving frozen snacks relatively few new consumer bases to mine."

-
William Roberts, Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- Frozen snack sales plateau with competition from other snack options
- Declines in both handheld and appetizer sales
- Major category brands enter new territories
- Frozen snacks for experimentation and meal replacement
- Boredom impacting frozen snack sales
- Frozen snacks and flavor experimentation
- Frozen snacks' healthy potential
- Spicy options resonate with men, on-the-go with women snackers

Households with children remain the \$4.5 billion category's key audience, but growing the category will require healthier reformulations, novel formats, and flavor innovation.

Definition

For the purposes of this report, Mintel defines the frozen snacks category as:

- Frozen appetizers/snack rolls/prezels (eg, Totino's Pizza Rolls, Bagel Bites, TGI Friday's potato skins, Superprezels)
- Frozen handheld entrées (eg, Hot Pockets, burritos, sandwiches).

Not included in this report are:

- Frozen breaded vegetables, such as breaded mushrooms
- Frozen chicken products, such as chicken tenders, chicken nuggets, and chicken fingers
- Frozen dinners or entrées
- Refrigerated or shelf-stable snacks of any kind

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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