

About Three-quarters of U.s. Households Eat Frozen Vegetables

Detail Introduction :

According to a new survey by market research firm Packaged Facts, 75% of households in the U.S. consume frozen vegetables and 60% eat frozen potatoes.

Packaged Facts estimates that frozen food sales totaled \$22 billion in 2016, nearly as much as the previous four years combined.



While convenience can be considered a major factor in purchasing frozen food, quality and health are paramount. Therefore, these emerging brands are increasingly emphasizing their quality.

This shows that frozen food manufacturers are willing to stay competitive by making the necessary formulation and marketing adjustments to face the booming fresh food market.

In addition, convenience will be less of a determinant than expected, as consumers are already simply associating frozen products with convenience, according to groceryheadquarters.com, and some are convinced of the healthiness of frozen vegetables.