



Words to the Wise

The marketing  
communication  
resource to  
the food industry.

## Frozen Foods on Fire

In American households more than half (53 percent) of the population use frozen dinners. Quick convenience is the major motivation for frozen dinner success. And, with 400 new frozen-food products coming out every year, it is a seemingly never-ending market. What are the types of people that drive this powerful market?

Shoppers ages 18-24, those older than 75, one-person households and the single consumers are making the frozen-food industry boom with sales over \$28 billion.

Mexican frozen entrees/dinners hold the lead by jumping into double-digit percentage growth. The runners-up comprise of 31 percent of the frozen-food market, which yields an amazing \$8.6 billion in sales: poultry, seafood and meat, vegetables, pizza, breakfast foods and appetizers/snacks.

On the other side of the spectrum, you have diet-oriented frozen dinners and entrees that sell the best around New Year's. So, naturally, the biggest frozen-food sales peak in January when all the healthy New Year's resolutions start kicking in and people try to loose weight, so they can reach their ideal weight by grabbing a few of Stouffer's Lean Cuisine. The lowest point for the frozen-food market is in July and August when some of those New Year's goals have faded.

At least 300 companies market frozen food in the United States. Three of them rack more than \$1 billion in retail sales of frozen food: Nestle USA (Stouffer's, Stouffer's Lean Cuisine); ConAgra Foods (Health Choice, Marie Callender's, Kid Cuisine); Kraft Foods (Kraft South Beach Diet).

Another interesting fact is supermarkets ring up more frozen-food sales than any other source, accounting for 71 percent in 2005. That's a pretty staggering number, making frozen foods trends important indicators for 2007.

FoodWise Group understands the impact of the frozen-food industry. We believe that diabetic frozen-food products will reach an all time high in 2007. Contact us at [www.foodwisegroup.com](http://www.foodwisegroup.com) for more information on frozen-food trends.