Frozen Snacks Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Dairy, Snacks & Confectionery (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/frozen-snacks-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 202.52 billion
Projected Forecast (2031)	USD 202.52 billion
Growth Rate (CAGR)	5.53 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

`![Major players in Frozen Snacks industry](images/chart_2.png)`

`![Frozen Snacks Market Size](images/chart_3.png)`

`![Frozen Snacks Market Share by Product Type, 2025](images/chart_4.png)`

`![Frozen Snacks Market Share by Distribution Channel, 2025](images/chart_5.png)`

`![Frozen Snacks Market Growth Rate by Region](images/chart_6.png)`

`![Frozen Snacks Market Concentration](images/chart_7.png)`

`![Icon](images/chart_8.png)`

`![footer background image](images/chart_10.png)`

`![Mordor Intelligence on Facebook](images/chart_12.svg)`

`![Mordor Intelligence on Pinterest](images/chart_14.svg)`

`![Mordor Intelligence on Instagram](images/chart_15.svg)`

`![ESOMAR](images/chart_17.png)`

`![GPTW](images/chart_19.png)`

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 154.71 Billion
|

Market Size (2031)
|

USD 202.52 Billion
|

Growth Rate (2026 - 2031)
|

5.53 %
|

Fastest Growing Market
|

Asia Pacific
|

Largest Market
|

Europe
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Frozen Snacks Market Analysis by Mordor Intelligence

The frozen snacks market size was valued at USD 146.22 billion in 2025 and is e stimated to grow from USD 154.71 billion in 2026 and is forecast to reach USD 202.52 billion by 2031, registering a compound annual growth rate (CAGR) of 5.53% during 2026-2031. The global frozen snacks market is growing due to evolving lifestyles and eating habits that prioritize quick, ready-to-cook food options with minimal preparation time. Factors such as rapid urbanization, an increasing number of working professionals, and smaller household sizes have driven the demand for convenient meal and snack solutions. Additionally, the expansion of modern retail channels, e-commerce grocery platforms, and advancements in cold-chain logistics have improved the accessibility of frozen products globally. The growth of quick-service restaurants and café chains has further popularized snack formats like fries, nuggets, and finger foods, boosting at-home consumption. In 2024, there were 199,931 quick-service restaurant franchise establishments in the United States[1]Source: International Franchise Association, "Franchising Economic Outlook 2025," franchise.org. Manufacturers are also driving consumer interest through product innovations, including healthier recipes, plant-based options, global street-food-inspired flavors, and air-fryer-compatible formats, aligning with wellness trends while maintaining taste. Rising disposable incomes in emerging economies and growing demand for consistent quality and extended shelf life further contribute to the market's sustained growth.

Key Report Takeaways

* Potato-based items led with a 32.62% Frozen snacks market share in 2025, whereas plant-based lines are projected to expand at a 6.13% CAGR through 2031.

* Retail retained 63.03% of distribution revenue in 2025; however, foodservice is forecast to post the fastest rise with a 6.59% CAGR for 2026-2031.

* Europe captured 32.49% of 2025 global sales, while Asia-Pacific is on track for the highest regional CAGR at 6.37% through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Frozen Snacks Market*

Driver
|

(~) % Impact on CAGR Forecast
|

Geographic Relevance
|

Impact Timeline
|

Growing urban preference for convenient, ready-to-eat meal options

|

+1.2%

|

Global, with highest intensity in Asia-Pacific urban
centers and North America

|

Medium term (2-4 years)

|

Expansion of cold-chain infrastructure and online grocery
platforms

|

+1.4%

|

Asia-Pacific core, spill-over to Middle East and Africa

|

Long term (≥ 4 years)

|

Rapid growth of QSR and organized foodservice outlets

|

+0.9%

|

North America, Europe, and urban Asia-Pacific

|

Medium term (2-4 years)
|

Rising adoption of air fryers in households

|

+0.7%
|

North America, Europe, and affluent Asia-Pacific markets
|

Short term (≤ 2 years)
|

Increasing popularity of international street-food styles

|

+0.5%

|

Global, with early gains in North America and Western Europe

|

Medium term (2-4 years)

|

Introduction of clean-label and plant-based product innovations

|

+1.1%

|

North America and Europe, expanding to Asia-Pacific

|

Long term (≥ 4 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The global frozen snacks market is highly fragmented, with large multinational food companies competing alongside regional manufacturers and retailer private-label brands within the same retail and foodservice channels. Entry barriers for basic production are relatively low due to the reliance on standardized processing equipment and widely available raw materials. However, competitive advantages are more pronounced with scale, particularly in areas such as cold-chain distribution, marketing budgets, and securing favorable shelf placement in modern retail stores. Some companies focus on high-volume efficiency, especially in potato-based categories supported by vertically integrated supply chains, while others differentiate through premium positioning, including organic certification, clean-label ingredients, or specialty dietary offerings.

Innovation is reshaping competition as brands develop products tailored for modern cooking appliances and evolving dietary preferences, such as hybrid protein formats that combine plant and animal ingredients. The adoption of technology is enhancing demand forecasting and inventory planning, enabling larger firms to maintain better product availability and freshness. At the same time, smaller emerging brands are leveraging direct-to-consumer sales and subscription models to reduce reliance on traditional retail channels and target younger households seeking curated product selections. Companies are also increasingly integrating upstream to secure key ingredients and mitigate exposure to commodity price volatility, thereby strengthening supply chain stability.

Regulatory requirements related to refrigeration efficiency and environmental standards are emerging as competitive barriers, favoring financially stronger companies capable of upgrading infrastructure and absorbing compliance costs. Additionally, long-term contracts with quick-service restaurants and institutional caterers are becoming more significant as they provide predictable revenue streams. However, these contracts require dedicated sales teams, customized packaging, and reliable logistics networks. Consequently, larger players with operational scale and robust distribution capabilities tend to dominate the foodservice segment, while smaller manufacturers focus on niche retail markets and differentiated product offerings.

Frozen Snacks Industry Leaders

*

McCain Foods Limited

*

Conagra Brands Inc.

*

Nestlé S.A.

*

Tyson Foods Inc.

*

General Mills Inc.

*

*Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this study, the frozen snacks market covers packaged snack and light-meal items sold in frozen form and stored through a cold chain until consumption, across retail and foodservice. Value is tracked in USD based on sales of frozen snack products at the market level.

Scope exclusions: Shelf-stable snacks, chilled only items, and fresh prepared snacks sold without frozen storage are not counted.

Segmentation Container

* By Product Type
  * Potato-based Snacks
  * Pizza Snacks
  * Meat-based Snacks
  * Baked Snacks
  * Dairy-based Snacks

*
Plant-based Snacks

*
Others

*
By Distribution Channel

*
Retail

*
Supermarkets / Hypermarkets

*
Convenience Stores

*
Online Retail Stores

*
Discounters & Club Stores

*
Others

*
Foodservice

*
Quick-Service Restaurants (QSR)

*
Full-Service Restaurants

*
Institutional Catering

*
By Geography

*
North America

*
United States

*
Canada

*
Mexico

*
Rest of North America

*
Europe

*
Germany

*
United Kingdom

*
Italy

*
France

*
Spain

*
Netherlands

*
Poland

*
Belgium

*
Sweden

*
Rest of Europe

*
Asia-Pacific

*
China

*
India

*
Japan

*
Australia

* Indonesia

* South Korea

* Thailand

* Singapore

* Rest of Asia-Pacific

* South America

* Brazil

*
Argentina

*
Colombia

*
Chile

*
Peru

*
Rest of South America

*
Middle East and Africa

*
South Africa

* Saudi Arabia
* United Arab Emirates
* Nigeria
* Egypt
* Morocco
* Turkey
* Rest of Middle East and Africa

Frequently Asked Questions

How large will global frozen snack sales be by 2031?

The frozen snacks market size is forecast to reach USD 202.52 billion by 2031.

Which region is expected to grow fastest?

Asia-Pacific is projected to advance at a 6.37% CAGR between 2026 and 2031.

Which product segment leads revenue today?

Potato-based snacks held a 32.62% Frozen snacks market share in 2025.

What channel is expanding quicker than retail?

Foodservice distribution is on track for a 6.59% CAGR, outpacing retail growth.