

## Frozen Snacks - US - April 2016

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"After a slight decline in 2014, sales of frozen snacks rebounded in 2015 and are forecast to continue that growth through 2020. Emerging restaurant brands, as well as brands from other snack categories and, indeed, fresher foods, begin to leverage their attributes in frozen cases." - William Roberts, Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- Moderate growth for frozen snacks
- Health factors weigh heavily on frozen snacks
- Higher-income households wanting more organic options
- Frozen snacks possibly suffering a lack of identity among consumers

This Report builds on the analysis presented in Mintel's *Frozen Snacks – US, April 2015*, as well as the 2013, 2012, 2007, 2008, and 2010 reports bearing the same name. The Report also builds on analysis presented in Mintel's *Frozen Handheld – US, June 2012*.

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Moderate growth for frozen snacks

Figure 1: Total US sales and fan chart forecast of frozen snacks, at current prices, 2010-20

Health factors weigh heavily on frozen snacks

Figure 2: Frozen snack purchase deterrents, by generation, January 2016

Higher-income households wanting more organic options

Figure 3: Frozen snack purchase deterrents, by household income, January 2016

Frozen snacks possibly suffering a lack of identity among consumers

Figure 4: Frozen snack attributes, January 2016

The opportunities

Consumers believe snacks can be healthy and tasty

Figure 5: Salty snack opinions – Any agree, January 2016

Familiar brands, organic options offer potential for households with children

Figure 6: Frozen snack purchase factors, by presence of children in household, January 2016

Hispanic consumers seeking healthier, if indulgent, snacks

Figure 7: Frozen snack purchase deterrents, by Hispanic origin, January 2016

What it means

### The Market – What You Need to Know

Frozen snack sales begin to rise

Slow growth for both category segments

Snacking almost a meal unto itself

### Market Size and Forecast

Moderate growth forecast for frozen snacks

Figure 8: Total US sales and fan chart forecast of frozen snacks, at current prices, 2010-20

### Market Breakdown

Both handheld entrees and appetizers segments forecast to grow, though slowly

Figure 9: Sales of frozen snacks, by segment, 2010-20

Frozen appetizers/snack rolls to grow more than 2% annually

Figure 10: Total US retail sales and forecast of frozen appetizers/snack rolls/pretzels, at current prices, 2010-20

Slow growth, but still a turnaround in handheld entrees fortunes

Figure 11: Total US retail sales and forecast of frozen handheld entrees, at current prices, 2010-20

Frozen snacks faring well in other channels, less so in supermarkets

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Figure 12: Total US retail sales of frozen snacks, by channel, at current prices, 2010-15

## Market Perspective

Grab-and-go options resonate more with on-the-go consumers

Figure 13: Food sales at home and away from home, January 2012-December 2015

Foodservice encroaching on snacking occasions

Figure 14: LSR specialty snack shops – Any snacking, by gender, March 2015

## Market Factors

Growing demographic groups looking to snack more

Figure 15: Population, by generation, in millions, 2011-21

Households with children snack more often

Figure 16: Households, by presence of own children, 2003-13

## Key Players – What You Need to Know

Manufacturers seek to counter consumer perceptions of frozen snacks as artificial

Private label frozen snacks enter the public eye

Restaurant and other CPG brands continue to emerge in frozen snacks

## Manufacturer Sales of Frozen Snacks

Frozen brands capitalize on convenience and ease

Figure 17: Totino's Pizza Rolls TV Commercial "Sports" ad, 2015

Figure 18: Hot Pockets TV ad, "Hot Pockets House: Skydiving Chamber," 2015

Figure 19: Farm Rich Snacks TV ad, "Real Life Good – Laundry," 2014

Figure 20: Welch's Graham Slam! ads, "Unicycle Football and SkiJoring," 2014

Manufacturer sales of frozen snacks

Figure 21: MULO sales of frozen snacks, by leading companies, rolling 52-weeks 2014 and 2015

## What's Working?

Microwaveable, real ingredient claims surge in frozen snack launches

Figure 22: Frozen snack introductions, by claim, 2010-15

Private label frozen snack sales rise 13% year-on-year

Figure 23: MULO sales of frozen appetizers/pretzels, by leading companies and brands, 52-weeks ending Dec. 27, 2015

Figure 24: Frozen snack introductions, private label versus branded, 2010-15

Figure 25: Private label frozen snack launches

Frozen snacks with free-from claims emerge

Figure 26: Frozen snack introductions by claim category, 2010-15

Figure 27: Frozen snack launches with free-from claims

## What's Struggling?

Stouffer's handhelds struggle, as segment begins slight recovery

Figure 28: Advancepierre Foods' Steak Eze

Nestlé focuses healthy efforts on struggling brands

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Figure 29: Stouffer's TV ad, "Made for You to Love," 2016

## What's Next?

Non-frozen brands making headway in frozen snacks

Figure 30: Frozen snacks from brands outside frozen

Culinary influences impacting launches

Figure 31: Culinary influenced frozen snacks

## The Consumer – What You Need to Know

Frozen snacks could benefit from fresh perceptions

Increased snacking occasions could boost frozen snacks

Frozen snack convenience resonating with Millennials

Functional benefits could resonate with households with children

Hispanics seek healthier snacks, but family demands take priority

Potential for leveraging frozen snacks' ease of preparation and consumption

Health factors top the deterrents to frozen snack purchase

## Purchase of Frozen Snacks

Consumers concerned about healthy aspects of frozen snacks

Figure 32: Frozen snack purchase, January 2016

Millennials seeking international flavors in frozen snack purchases

Figure 33: Frozen snack purchase, by generation, January 2016

Households with children notably more likely to turn to frozen snacks

Figure 34: Frozen snack purchase, by number of children in household, January 2016

Italian, Mexican snacks of most interest to Hispanic consumers

Figure 35: Frozen snack purchase, by Hispanic origin, January 2016

## Frozen Snack Eating Occasions

Half of consumers have replaced meals with frozen snacks

Figure 36: Frozen snack occasions, January 2016

A quarter of Millennials eating frozen snacks away from home

Figure 37: Frozen snack occasions, by generations, January 2016

Households with 2+ children almost twice as likely as childless households to have frozen snacks as a meal

Figure 38: Frozen snack occasions, by presence of children in household, January 2016

Half of those using frozen snacks for breakfast/lunch want more microwavable packaging options

Figure 39: Frozen snack occasions, by purchase factors, January 2016

Almost three quarters of Hispanics replaced a meal with frozen snacks in the past six months

Figure 40: Frozen snack occasions, by Hispanic origin, January 2016

## Attributes Associated with Frozen Snacks

Apps and snack rolls most likely regarded as convenient, handhelds as filling

Figure 41: Frozen snack attributes, January 2016

Convenience of frozen snacks resonating most with younger generations

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Figure 42: Frozen snack attributes, by generation, January 2016

"Kid friendly" describes most frozen snack options – even for childless households

Figure 43: Frozen snack attributes, by presence of children in household, January 2016

Hispanics most likely to describe frozen apps and snack rolls as "tasty"

Figure 44: Frozen snack attributes, by Hispanic origin, January 2016

### Frozen Snack Purchase Factors

Price of frozen snacks resonating with nearly half of consumers

Figure 45: Frozen snack purchase factors, January 2016

Frozen snack price resonating most with youngest generation

Figure 46: Frozen snack purchase factors, by generation, January 2016

Brand resonating with more than a third of all races, except for Asians/Pacific Islanders

Figure 47: Frozen snack purchase factors, by race, January 2016

Low price motivating lower-income households; organic resonating more with higher incomes

Figure 48: Frozen snack purchase factors, by household income, January 2016

Familiar brands a key frozen snack factor for half of households with 3+ children

Figure 49: Frozen snack purchase factors, by presence of children in household, January 2016

Brand and resealable packaging most important factors for Hispanic frozen snack consumers

Figure 50: Frozen snack purchase factors, by Hispanic origin, January 2016

### Opinions of Snacks

Consumers believe snacks can be healthy and tasty

Figure 51: Salty snack opinions – Any agree, January 2016

Younger generations seeking healthier snack options

Figure 52: Doritos Jacked 3D ad, 2015

Figure 53: Salty snack opinions – Any agree, by generations, January 2016

Sizable portion of consumers cite health concerns about snacks

Figure 54: Salty snack opinions – Any agree, by race, January 2016

Hispanic consumers seeking healthier, if indulgent, snacks

Figure 55: Salty snack opinions – Any agree, by Hispanic origin, January 2016

### Opinions of Frozen Snacks

Brands can capitalize on frozen snacks' ease of preparation and eating on-the-go

Figure 56: Frozen snack opinions – Any agree, January 2016

Youngest generations seeking frozen snacks to satiate between meals

Figure 57: Frozen snack opinions – Any agree, by generation, January 2016

The more children, the greater a household's interest in frozen snacks for on-the-go consumption

Figure 58: Frozen snack opinions – Any agree, by presence of children in household, January 2016

Those who use snacks as part of a meal less likely to say snacks keep them full between meals

Figure 59: Frozen snack opinions – Any agree, by occasions, January 2016

Customizability could offer potential for both frozen snack segments

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Figure 60: Frozen snack opinions – Any agree, by purchases, January 2016

Hispanics express notable interest in frozen snacks with more international flavors

Figure 61: Frozen snack opinions – Any agree, by Hispanic origin, January 2016

### Deterrents to Purchasing Frozen Snacks

Health issues top consumer concerns about frozen snacks

Figure 62: Frozen snack purchase deterrents, January 2016

Calorie, salt, fat content weigh heavily on older generations

Figure 63: Frozen snack purchase deterrents, by generation, January 2016

Asian, Other consumers more likely to prefer fresh foods to frozen snacks

Figure 64: Frozen snack purchase deterrents, by race, January 2016

Higher-income households worry about calories and fat, but also want more organic options

Figure 65: Frozen snack purchase deterrents, by household income, January 2016

A quarter of households with 2+ children want more organic frozen snacks

Figure 66: Frozen snack purchase deterrents, by presence of children in household, January 2016

Consumers eating frozen snacks at breakfast notably likely to indicate a preference for fresh foods

Figure 67: Deterrents, by occasions, January 2016

For both appetizer and handheld purchasers, calorie, fat, and salt issues top the list of deterrents

Figure 68: Deterrents, by purchases, January 2016

Almost a quarter of Hispanics would like more organic options, and also prefer homemade snacks to frozen options

Figure 69: Frozen snack purchase deterrents, by Hispanic origin, January 2016

### Target Group Segmentation

Figure 70: Target groups, January 2016

Group one: Super Snackers

Figure 71: Opinions – Any agree, by Super Snackers

Group two: Convenient Snackers

Figure 72: Opinions – Any agree, by Convenient Snackers, January 2016

Group three: Apathetic Snackers

Figure 73: Opinions – Any agree, by Apathetic Snackers

Group four: Healthy Snackers

Figure 74: Opinions – Any agree, by Healthy Snackers

Group five: Simple Snackers

Figure 75: Opinions – Any agree, by Simple Snackers

### Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

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### Abbreviations

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### Appendix – The Market

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- Figure 76: Total US sales and forecast of frozen snacks, at inflation-adjusted prices, 2010-20
  - Figure 77: Total US retail sales and forecast of frozen snacks, by segment, at current prices, 2010-20
  - Figure 78: Total US retail sales of frozen snacks, by segment, at current prices, 2013 and 2015
  - Figure 79: Total US retail sales and forecast of frozen appetizers/snack rolls/pretzels, at inflation-adjusted prices, 2010-20
  - Figure 80: Total US retail sales and forecast of frozen handheld entrees, at inflation-adjusted prices, 2010-20
  - Figure 81: Total US retail sales of frozen snacks, by channel, at current prices, 2010-15
  - Figure 82: US supermarket sales of frozen snacks, at current prices, 2010-15
  - Figure 83: US sales of frozen snacks through other retail channels, at current prices, 2010-15
- 

### Appendix – Key Players

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- Figure 84: MULO sales of frozen handheld entrees, by leading companies and brands, rolling 52-weeks 2014 and 2015
  - Figure 85: MULO sales of frozen appetizers/pretzels, by leading companies and brands, rolling 52-weeks 2014 and 2015
- 

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