

FROZEN FOOD TRENDS

CAPITALIZE ON FROZEN FOOD GROWTH,
UNDERSTAND WHO IS SHOPPING & MEET
NEEDS OF FROZEN FOOD SHOPPERS

84.51°

Understand shopper engagement across fast-growing frozen food categories to find opportunities across innovation, cross-promotion, and M&A activity.

INDUSTRY TRENDS



Frozen Food – A Growing Force

A new report from the [American Frozen Food Institute](#) and [FMI](#) finds frozen foods were among the fastest-growing categories in the grocery store during COVID-19, with clear signs that the trend toward frozen will continue to grow beyond the pandemic. – Supermarket News, Feb 2021

5 Reasons frozen foods will be on 2021 trend lists and shopping lists

1. Meet growing demand for plant-based foods
 2. Check the box for immunity-boosting foods
 3. Fits growing demand for personalized nutrition
 4. Helps fight cooking fatigue
 5. Offers certainty during uncertain times
- [American Frozen Food Institute](#) (AFFI), Nov 2020

84.51° INSIGHTS

18.8% **FROZEN FOOD GROWTH** in FY20 vs Year Ago, and 2 Years Ago in \$ Sales.

41.2 **MILLION HOUSEHOLDS** bought Frozen Food at Kroger in FY20, up 2.2% from YA.

PRODUCTS IN FROZEN FOOD BASKETS

The top 3 commodities that show up in frozen food baskets include DRY DINNER MIXES, PASTA & PIZZA SAUCE, and CONVENIENT BREAKFAST & WHOLESOME SNACKS.



SEAFOOD – FROZEN x FRESH

24.5% households purchase both, 11.3% only Frozen, 64.2% only Fresh.

WHY DO FROZEN FOOD TRENDS MATTER TO YOUR BUSINESS?

Shoppers are demonstrating a growing interest in frozen food – now is the time to dive into analyses and learn how your business can benefit.

“Loyal fans of frozen foods are purchasing more than usual and new customers are discovering the expansion and culinary innovation within the category.”

– Alison Bodor, CEO & President of AFFI

OPPORTUNITY FOR LEARNING & APPLICATION

- Expand your **84.51° Stratum** access to the **Total Frozen Mega** to realize the power of your existing 84.51° Stratum subscription with up to 41 additional commodities – inform product innovation, cross-promotion pairings, and M&A decisions.
- Dive deep into frozen e-commerce learnings via a **Clickstream Scorecard** to learn HOW customers shop online to strategically meet shoppers where purchase decisions are being made – read about Clickstream Ice Cream Insights [here](#).
- Execute a **Real-Time Insights** to explore category or brand usage, path to purchase, migration, purchase intent, attitudes and perceptions, and new buyers within frozen.
- Systematically evaluate tangible data, category expertise, and retail acumen with **Predikt & Reakt** to guide frozen category strategy and decisions.
- Engage in **Integrated Campaigns** to effectively drive e-commerce growth & digital engagement, customer awareness and sales in support of key Kroger initiatives. Upcoming Frozen opportunities include the **P6 Frozen: National Ice-Cream Month**. Submission Deadline is April 7, 2021.