

# FROZEN FOODS ARE A PANDEMIC POWERHOUSE

In 2020, frozen food sales increased by

# 21%

because of the COVID-19 pandemic, driving more people to the frozen food aisle than ever before.

Frozen foods are more likely to be a **backup solution** among new frozen food shoppers versus a **planned meal** among core frozen food shoppers. All meal occasions – dinner, lunch, snacks and breakfast – are contributing to an increase in frozen food purchases.

Download **The Power of Frozen at Retail 2021** at [www.affi.org/insights](http://www.affi.org/insights)



In 2020,

# 39%

of shoppers are core frozen food shoppers, meaning they consume frozen foods daily or every few days. **That's up from 35%** of shoppers in 2018.

The new frozen food shoppers include **Gen Z, Millennials, Gen X and Boomers**, in particular households with kids living at home.

# 42%

of households that buy frozen foods have bought frozen foods online, up from 23% in 2018.

To most frozen **(72%)** food consumers it's not frozen or fresh – it's frozen and fresh.