

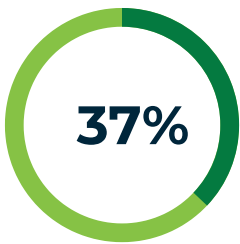
Frozen Foods Are a Kitchen Essential

INSIGHTS FROM THE 2026 POWER OF FROZEN IN RETAIL REPORT



FAMILIES STRETCH FOOD DOLLARS WITH FROZEN

Consumers save by meal planning, cooking at home, and preventing food waste. Frozen food meets all these needs.

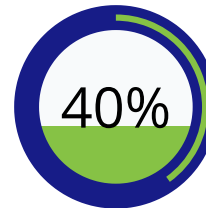


of consumers use frozen food to reduce food waste

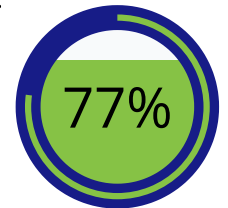


MORE SHOPPERS TURN TO THE FROZEN FOOD AISLE

The frozen food core consumer base is growing.



of shoppers eat frozen food daily or every few days



buy frozen foods with a specific meal in mind



FROZEN FOOD MEETS THE NEEDS OF TODAY'S FAMILIES

Today's shoppers value frozen food for its value and quality. The purchase drivers are: **ease of preparation, price** and **taste**.



96%

believe the frozen food aisle offers better-for-you options



FROZEN AND FRESH - NOT FRESH OR FROZEN

Shoppers are not choosing between the freezer and the refrigerator. They are using both.

76%

combine fresh and frozen ingredients in the same meal

