



# WHAT'S HOT IN THE FROZEN FOOD AISLE?

Heading into National Frozen Food Month, we asked more than 1,000 U.S. grocery shoppers about their thoughts and buying habits around frozen foods and found they have mixed feelings about these products' quality and nutrition compared to their fresh counterparts. Still, about half agree frozen foods are "a good value."

While seven in 10 shoppers expect to maintain the quantity of frozen foods they're purchasing in the near term, about one in 10 expect to buy more.

## PAST AND NEAR-FUTURE PURCHASES

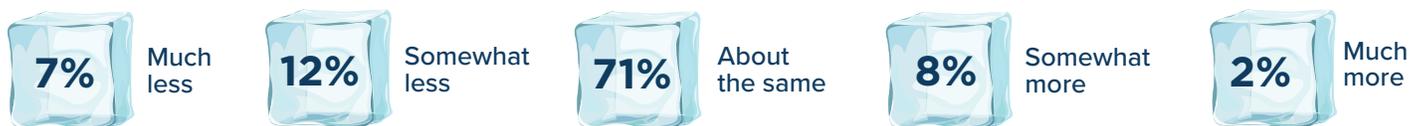
Nearly one-third of surveyed grocery shoppers say they have purchased less frozen foods since inflation began affecting food prices. Looking ahead to the next three to six months, nearly 20% of shoppers say they expect to buy less, but most (71%) expect no near-term change in the quantity they buy. One in 10 expect to buy more frozen foods.



### Amount of Frozen Foods Bought Since Inflation Began Affecting Prices



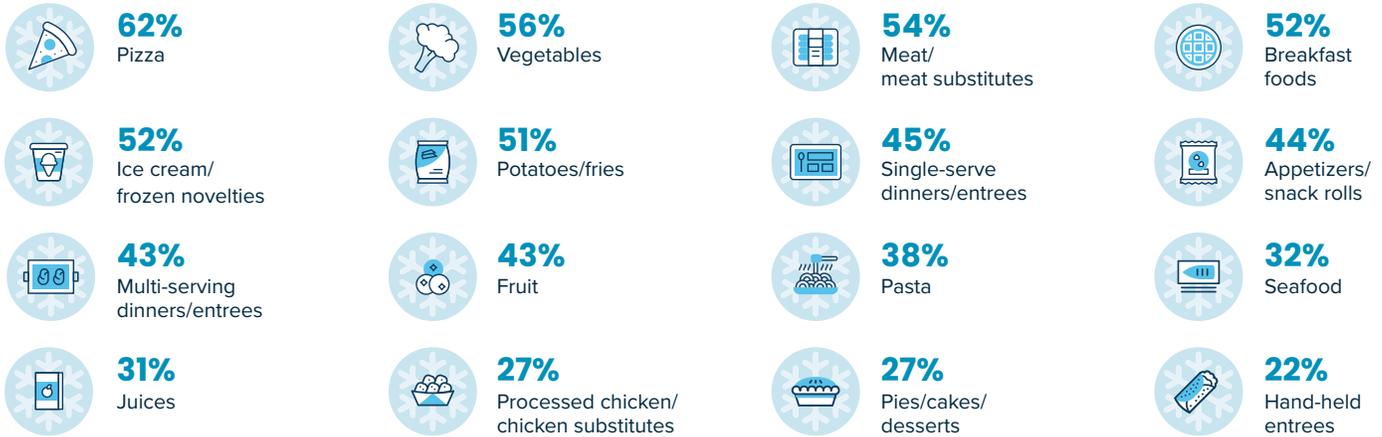
### Amount of Frozen Foods Expected to Buy in the Next 3-6 Months



Among shoppers who are planning to purchase more, popular categories include convenient meal solutions such as pizza (62%), breakfast foods (52%) and single-serve (45%) and multi-serving dinners (43%). Frozen versions of products people often buy fresh — vegetables (56%), meat and meat substitutes (54%) and fruit (43%), for instance — are also high on the “will buy more” list.

### Popular Frozen Food Categories

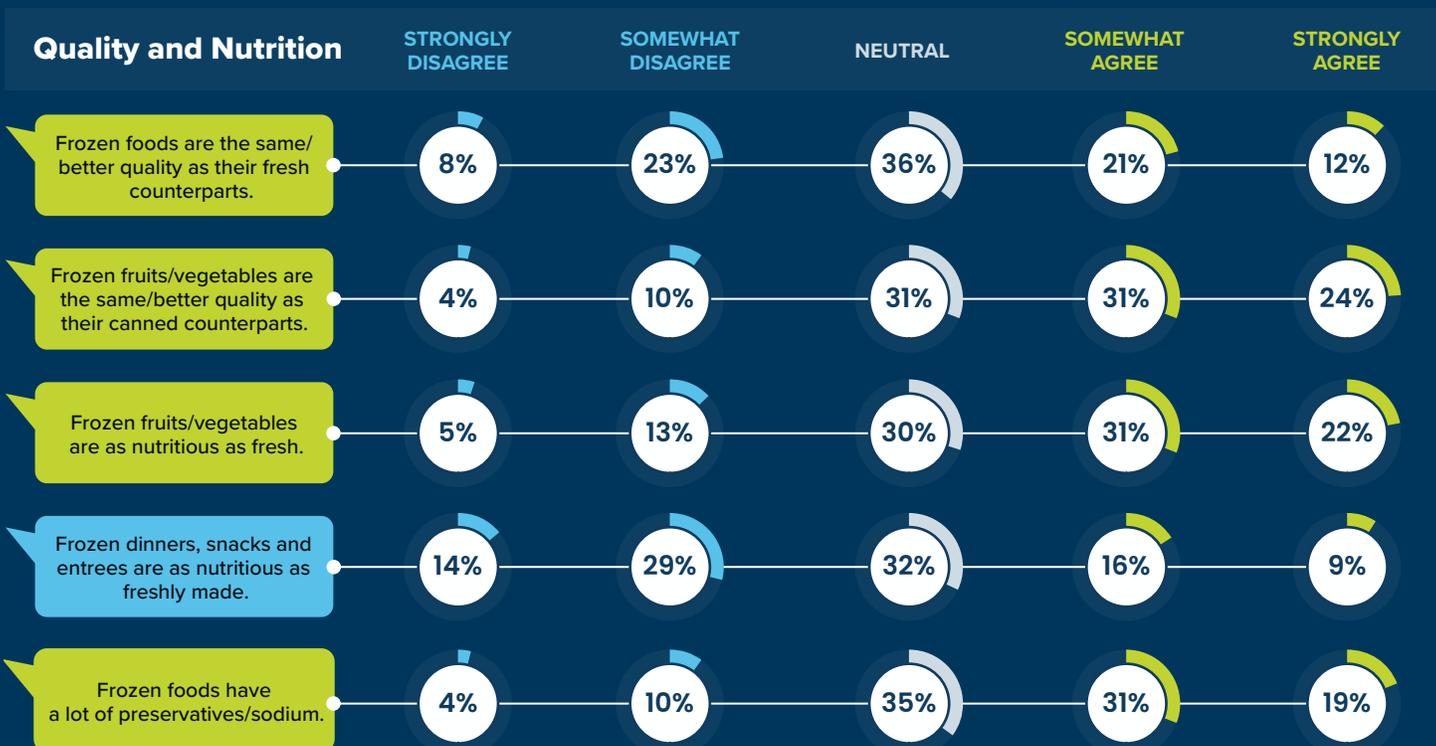
(Among customers who expect to buy more frozen foods in the next 3-6 months)



## WARM AND COLD SENTIMENTS

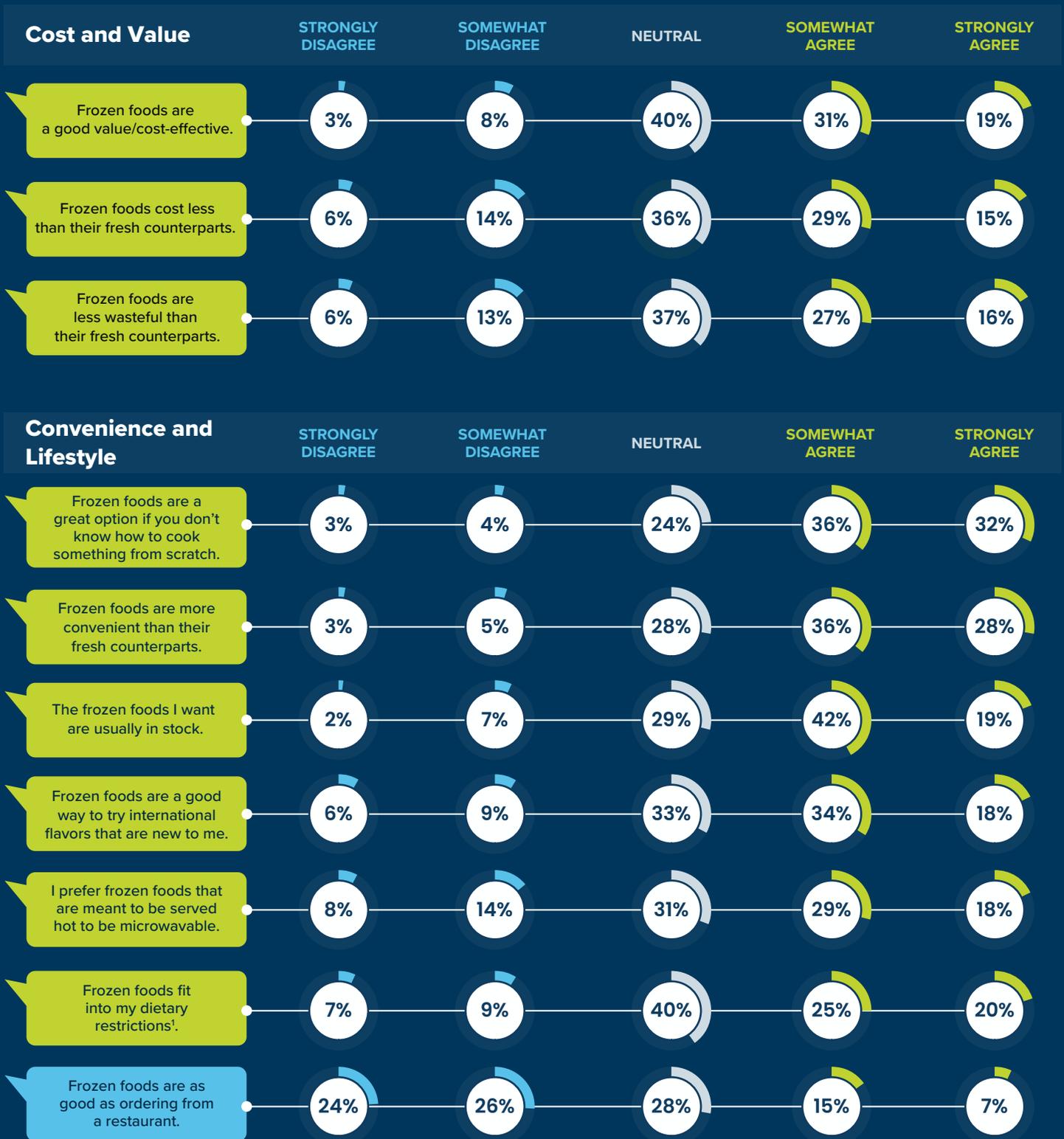
U.S. grocery shoppers have mixed feelings about the quality and ingredients used in frozen foods compared to similar fresh products. Only one-third of respondents agree frozen foods are of the same or better quality as their fresh counterparts. But when it comes to fruits and vegetables specifically, more than half believe frozen are the same or better quality as canned and nearly as many agree they’re as nutritious as fresh.

Still, only one-fourth of shoppers believe frozen dinners, snacks and entrees are as nutritious as freshly made. A full one-half perceive frozen foods to “have lots of preservatives and/or sodium.”



Frozen foods have a better reputation as “a good value,” though, with half of surveyed grocery shoppers saying so. More than four in 10 agree frozen foods are less costly than their fresh counterparts (two in 10 disagree with this sentiment) and a similar percentage agree they are “less wasteful.”

Most frozen foods shoppers agree: These products are a great option if you don’t know how to cook something from scratch, are more convenient than their fresh alternatives and they’re usually in stock.



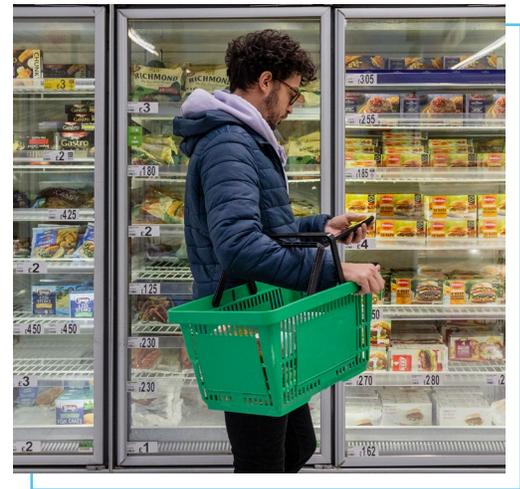
<sup>1</sup> Vegan, gluten-free, organic  
May not add up to 100% due to rounding

# SHOPPING THE FROZEN AISLES

What motivates grocery shoppers to try a new frozen food product? A coupon or trial offer or free sample are strong influencers.

When frozen foods are on the list, more than half of shoppers who discover their desired frozen item out of stock will often or always choose a similar item. More than half say they're likely to buy value-priced frozen products and store brands, while about four in 10 are as likely to buy a premium brand.

By daypart, shoppers are most often choosing frozen foods for dinner during a typical shop, followed by lunch and snack time. Nearly half will often or always buy something frozen as a dessert. They're nearly just as likely to purchase a frozen entree as they are a frozen side dish during a typical shopping trip.



## Shopping for Frozen Foods

(During typical grocery shopping trip)



## "I buy frozen foods ..."

To eat for breakfast	17%	20%	26%	27%	10%
To eat for lunch	9%	16%	29%	32%	13%
To eat for dinner	3%	10%	24%	40%	22%
To eat for snacks	10%	19%	29%	30%	11%
To eat for dessert	10%	17%	26%	31%	16%
That are packaged as a full meal/entree	8%	14%	30%	32%	17%
That are packaged as a side dish	7%	14%	29%	36%	15%

May not add up to 100% due to rounding



## Frequency of Purchasing Online Directly From the Brand

Often<sup>1</sup>



Occasionally<sup>2</sup>



Rarely<sup>3</sup>



Haven't purchased directly from brand, but would



Haven't purchased directly from brand



<sup>1</sup> Once per month or more   <sup>2</sup> Once every few months   <sup>3</sup> Once or twice a year

For some, shopping online and buying directly from the manufacturer is a regular occurrence, with 12% ordering direct-to-consumer (DTC) for a frozen food at least once per month and another 12% buying a frozen item this way once every few months. More than one-third expressed interest in buying DTC, saying they would but haven't yet.

Source: Advantage Solutions Pulse Survey of 1,055 U.S. adults, January 23, 2023



[advantagesolutions.net](http://advantagesolutions.net)