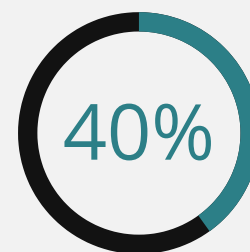


Frozen food has evolved from a backup option to a planned, everyday staple for many households. According to the 2026 Power of Frozen in Retail report from the American Frozen Food Institute (AFFI), 77% of consumers now purchase frozen foods with a specific meal or day in mind—up from 71% in 2023. This shift toward intentional, routine use is reflected in the market's growth, with Grand View Research projecting the U.S. frozen foods market will reach \$97 billion in 2026, a 7% increase over last year.

As frozen product assortments expand beyond traditional meals to include snacks, desserts, and single-serve options, corrugated packaging plays an increasingly critical role. From protecting products through cold-chain distribution to supporting shelf-ready presentation and brand differentiation at retail, packaging is central to meeting both operational and consumer expectations.



of consumers use frozen foods every few days or daily.¹

What's driving growth?

- Frozen food can help families stretch food dollars and reduce waste.
- An increased interest in at-home cooking.
- Time-saving benefits.
- Variety and better-for-you options now available.

Top U.S. Frozen Food Producers:²

- Unilever
- Nestlé
- General Mills



Packaging trends & influences within this segment:

- Right-sized cartons that align with portioned frozen formats (single-serve, multi-pack, meal kits).
- Strong moisture-resistant coatings to maintain integrity through freezer storage.
- High-quality graphics to communicate meal type and prep ease.
- Durable structures that withstand freezer-to-doorstep delivery but are lightweight to keep shipping costs manageable.