

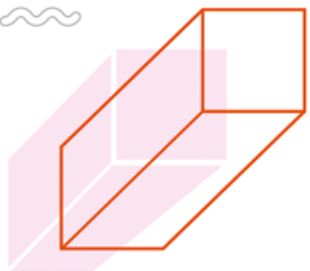


Global Frozen Green Peas Market



Market size, segmentation, competitive landscape and outlook

2021-2031



Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

Disclaimer

This report was prepared by shev.io solely for information purposes. shev.io does not guarantee the accuracy and completeness of all information contained in the report, as the data in some sources may have been distorted inadvertently or deliberately. The information presented in this report must not be construed, directly or indirectly, as containing recommendations for further business action. All opinions and estimates contained in this report reflect the authors' judgement as at the date of publication and may be changed without notice.

shev.io accepts no liability for any loss or damage arising from any third party's use of the information contained in this report, including published opinions or conclusions, or for consequences caused by the incompleteness of the information presented. The information presented in this report is obtained from open sources. Additional information may be provided on request.

This document, or any part of it, may not be distributed without the written permission of shev.io, nor reproduced by any means.

Terms of use

This report is provided to the user under a **non-exclusive, non-transferable, limited licence** solely for internal use within the purposes for which the report was lawfully acquired.

The user **may not**, in whole or in part, transfer, sell, gift, publish or otherwise distribute the report to third parties, nor pass it to any other legal entities, partner organisations or external teams (including affiliated companies). It is prohibited to place the report (or fragments of it) in the public domain (websites, social networks, messengers, file-sharing services, open-link cloud storage) or to provide access through third-party services where this allows third parties to review the materials.

If the report is purchased by a **company**, its use is permitted **only by that company's employees** for internal tasks. Passing the report to contractors, consultants, freelancers, agencies and any external parties is prohibited.

All exclusive rights to the report — including its structure, texts, data selection, visualisations, tables, charts and design elements — belong to the rights holder (shev.io) or are used on lawful grounds. The user receives the right to use the report only within these terms.

Without shev.io's written consent it is prohibited to create derivative products based on the report, to use it as part of a commercially distributed product or service, or to remove or alter copyright notices.

The use of **short quotations** and fragments is permitted **only in internal documentation** (internal memos, reports, presentations, working correspondence), provided the meaning and context are preserved and the source is credited: *shev.io*. Any publication or use of the materials in places accessible to third parties is permitted only with shev.io's prior written consent.

Market at a glance

This demo shows the **form and depth** of the report — real narrative with the detailed figures and tables masked as “XXX”. When you order the report, every figure is finalised and verified for your copy, and the full report is delivered within 24–72 hours.

Indicator	Value
Market size (2025)	USD 2.1 bn
Forecast (2031)	USD 3 bn
CAGR (2021-2031)	5.8%
Study period	2021-2031
Largest region	Europe · 36.8%
Fastest-growing region	Asia-Pacific · 7.4%
Market concentration	Moderate
Licence	Individual / Company

The global frozen green peas market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Europe led with XX% of market value, supported by high household penetration, established contract-growing systems and dense frozen-food distribution. Asia-Pacific will record the fastest regional growth at XX% as organized retail, household freezer ownership and quick-service food consumption expand. The report quantifies demand by product form, packaging, sales channel, end use and geography while assessing processors, private-label suppliers and consumer brands.

Table of contents

1 Introduction

- 1.1 Study Scope and Objectives
- 1.2 Frozen Green Peas Market Definition
- 1.3 Inclusions and Exclusions
- 1.4 Currency, Volume and Pricing Conventions

2 Research Methodology

- 2.1 Research Framework
- 2.2 Secondary Research Programme
- 2.3 Primary Interview Programme
- 2.4 Bottom-Up Market Sizing
- 2.5 Forecast Model and Scenario Design
- 2.6 Data Triangulation and Quality Control

3 Executive Summary

- 3.1 Market Size and Forecast
- 3.2 Segment Leadership
- 3.3 Regional Growth Outlook
- 3.4 Competitive and Investment Takeaways

4 Frozen Green Peas Market Trends and Dynamics

- 4.1 Demand and Supply Trends
- 4.2 Market Drivers
 - 4.2.1 Household Freezer and Modern-Retail Expansion
 - 4.2.2 Convenient Plant-Forward Eating
 - 4.2.3 Foodservice and Ready-Meal Demand
- 4.3 Market Restraints
 - 4.3.1 Harvest and Yield Volatility
 - 4.3.2 Energy and Cold-Chain Costs
 - 4.3.3 Retailer Pricing Pressure
- 4.4 Driver and Restraint Impact Analysis
- 4.5 Porter's Five Forces

5 Global Market Size and Forecast

- 5.1 Market Value, 2021–2031
- 5.2 Market Volume, 2021–2031
- 5.3 Average Price and Inflation Analysis
- 5.4 Forecast Scenarios

6 Market Size and Forecast by Product Form

6.1 Plain Whole Peas

6.2 Petit-Pois and Premium Sweet Peas

6.3 Seasoned and Value-Added Peas

6.4 Organic Frozen Peas

7 Market Size and Forecast by Packaging Format

7.1 Standard Flexible Retail Bags

7.2 Resealable Retail Pouches

7.3 Microwave Steam Packs

7.4 Bulk Cartons and Sacks

7.5 Other Institutional Formats

8 Market Size and Forecast by Sales Channel

8.1 Supermarkets and Hypermarkets

8.2 Discounters and Club Stores

8.3 Convenience and Independent Retail

8.4 Online Grocery

8.5 Foodservice Distributors

8.6 Direct Industrial Sales

9 Market Size and Forecast by End Use

9.1 Retail Households

9.2 Restaurants and Quick-Service Foodservice

9.3 Institutional Catering

9.4 Food Manufacturing

10 Frozen Green Peas Regional and Country Analysis

10.1 Europe

10.1.1 United Kingdom

10.1.2 Germany

10.1.3 France

10.1.4 Italy

10.1.5 Belgium

10.1.6 Netherlands

10.1.7 Rest of Europe

10.2 Asia-Pacific

10.2.1 China

10.2.2 India

10.2.3 Japan

10.2.4 Australia

10.2.5 South Korea

10.2.6 Vietnam

10.2.7 Thailand

10.2.8 Rest of Asia-Pacific

10.3 North America

10.3.1 United States

10.3.2 Canada

10.3.3 Mexico

10.4 Latin America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Chile

10.4.4 Colombia

10.4.5 Rest of Latin America

10.5 Middle East & Africa

10.5.1 Saudi Arabia

10.5.2 United Arab Emirates

10.5.3 South Africa

10.5.4 Egypt

10.5.5 Rest of Middle East & Africa

11 Competitive Landscape and Company Share

11.1 Market Concentration and Supplier Shares

11.2 Strategic Benchmarking

11.3 Product Launches, Investment and Partnerships

11.4 Company Profiles

11.4.1 Nomad Foods Limited

11.4.2 Conagra Brands, Inc.

11.4.3 Greenyard NV

11.4.4 Ardo Group

11.4.5 Bonduelle SCA

11.4.6 McCain Foods Limited

11.4.7 J.R. Simplot Company

11.4.8 Eureden Group

11.4.9 Virto Group

11.4.10 B&G Foods, Inc.

12 Regulation, Trade and Sustainability

12.1 Food-Safety and Labeling Framework

12.2 Pesticide Residue and Traceability Requirements

12.3 HS 071021 International Trade Analysis

12.4 Cold-Chain and Packaging Sustainability

13 Market Forecast and Opportunities

13.1 Regional Opportunity Priorities

13.2 Product and Packaging White Spaces

13.3 Strategic Recommendations through 2031

List of tables

Table 1. Market Definition, Inclusions and Exclusions
Table 2. Study Period, Base Year and Forecast Conventions
Table 3. Data Sources, Variables and Triangulation Framework
Table 4. Primary Interview Sample Structure
Table 5. Global Market Value by Year, 2021–2031
Table 6. Global Commercial Volume by Year, 2021–2031
Table 7. Average Realized Price by Year and Pack Class
Table 8. Base, Upside and Downside Forecast Scenarios
Table 9. Market Driver Impact by Geography and Horizon
Table 10. Market Restraint Impact by Geography and Horizon
Table 11. Porter's Five Forces Assessment
Table 12. Frozen Green Peas Supply-Chain Risk Matrix
Table 13. Market Value by Product Form, 2021–2031
Table 14. Market Volume by Product Form, 2021–2031
Table 15. Product-Form Share, Price and CAGR Benchmark
Table 16. Market Value by Packaging Format, 2021–2031
Table 17. Market Volume by Packaging Format, 2021–2031
Table 18. Pack Size, Material and Average Price Benchmark
Table 19. Retail versus Bulk Packaging Demand by Region
Table 20. Market Value by Sales Channel, 2021–2031
Table 21. Market Volume by Sales Channel, 2021–2031
Table 22. Market Value by End Use, 2021–2031
Table 23. Market Volume by End Use, 2021–2031
Table 24. Channel Margin and Pack Architecture Benchmark
Table 25. Global Market Value by Region, 2021–2031
Table 26. Europe Market Value and Volume by Country
Table 27. Asia-Pacific Market Value and Volume by Country
Table 28. North America Market Value and Volume by Country
Table 29. Latin America Market Value and Volume by Country
Table 30. Middle East & Africa Market Value and Volume by Country
Table 31. Competitive Benchmark of Leading Frozen Green Peas Suppliers
Table 32. Nomad Foods Company Profile
Table 33. Conagra Brands Company Profile
Table 34. Greenyard Company Profile
Table 35. Ardo Group Company Profile

Table 36. Bonduelle Company Profile

Table 37. McCain Foods Company Profile

Table 38. J.R. Simplot Company Profile

Table 39. Eureden Group Company Profile

Table 40. Virto Group Company Profile

Table 41. B&G Foods Company Profile

Table 42. Regulatory Requirements by Major Market

Table 43. HS 071021 Import and Export Benchmark by Country

Table 44. Pesticide, Traceability and Supplier-Control Requirements

Table 45. Strategic Opportunity Matrix, 2026–2031

Table 46. Market value by year, USD bn

Table 47. Year-over-year value change

Table 48. Drivers — impact on forecast

Table 49. Restraints — impact on forecast

Table 50. Value by product Form, USD bn

Table 51. Value by packaging Format, USD bn

Table 52. Value by sales Channel, USD bn

Table 53. Value by end Use, USD bn

Table 54. Market value by region, USD bn

Table 55. Market value by leading country, USD bn

Table 56. Leading companies

List of figures

- Figure 1. Frozen Green Peas Value-Chain and Price Build-Up
- Figure 2. Primary Interview Distribution by Region and Respondent Type
- Figure 3. Global Frozen Green Peas Market Value, 2021–2031
- Figure 4. Global Frozen Green Peas Commercial Volume, 2021–2031
- Figure 5. Value Growth versus Volume Growth and Price Contribution
- Figure 6. Driver and Restraint Impact on Forecast CAGR
- Figure 7. Growth Attractiveness by Demand Catalyst
- Figure 8. Market Share by Product Form, 2025
- Figure 9. Product-Form CAGR Comparison, 2025–2031
- Figure 10. Market Share by Packaging Format, 2025
- Figure 11. Packaging Format Growth and Price Premium, 2025–2031
- Figure 12. Sales Channel Share and Growth Matrix, 2025
- Figure 13. End-Use Market Share, 2025
- Figure 14. Regional Market Share, 2025
- Figure 15. Regional CAGR Comparison, 2025–2031
- Figure 16. Regional Incremental Revenue Opportunity, 2025–2031
- Figure 17. Estimated Global Supplier Market Share, 2025
- Figure 18. Competitive Positioning by Scale, Premiumization and Geographic Reach
- Figure 19. Frozen Pea Import Attractiveness by Selected Country
- Figure 20. Opportunity Attractiveness by Product and Region
- Figure 21. Value share by product Form, 2025
- Figure 22. Value share by packaging Format, 2025
- Figure 23. Growth rate by region, 2025–2031

Executive summary

The global frozen green peas market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Europe led with XX% of market value, supported by high household penetration, established contract-growing systems and dense frozen-food distribution. Asia-Pacific will record the fastest regional growth at XX% as organized retail, household freezer ownership and quick-service food consumption expand. The report quantifies demand by product form, packaging, sales channel, end use and geography while assessing processors, private-label suppliers and consumer brands.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- The market generated USD XXX billion in 2025 and will reach USD XXX billion in 2031.
- Global value growth will average XX% annually from 2025 to 2031, while commercial volume expands at XX%.
- Europe represented XX% of 2025 market value, equivalent to USD XXX billion.
- Asia-Pacific will grow at XX% annually through 2031 and add approximately USD XXX billion in market value.
- Plain whole peas accounted for XX% of 2025 value and remain the category's principal retail and industrial format.
- Consumer retail packs represented XX% of value, while bulk foodservice and industrial packs delivered XX%.
- Supermarkets and hypermarkets controlled XX% of market value; online grocery was the fastest-growing channel at XX% CAGR.
- Retail household consumption represented XX% of market value, supported by convenience, portionability and reduced preparation waste.

Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

Global Frozen Green Peas Market Trends and Growth

Drivers

Frozen green peas sit at the intersection of agricultural timing and industrial precision. Variety selection, field maturity, harvesting sequence and the interval between picking and freezing determine sweetness, color and texture, making local crop networks and processing discipline central to competitive advantage.

Demand is evolving beyond the traditional family side dish. Urban households increasingly use peas as a flexible ingredient in rice, pasta, curries and snacks, while food manufacturers value their year-round availability, visual appeal and standardized portion cost. This broad occasion base gives the category resilience even where per-capita frozen vegetable consumption is mature.

The principal economic tension is between rising agricultural, energy and logistics costs and retailers' expectation that peas remain an accessible staple. Scale processors are responding through crop forecasting, automated grading, energy recovery, renewable refrigeration and packaging optimization, while premium grades and convenience packs create selective pricing headroom.

Growth drivers

Household freezer penetration expands the addressable base

Higher freezer ownership converts peas from a seasonal fresh purchase into an all-year household staple. The effect is strongest in urban Asia-Pacific and Latin America, where modern retail and appliance adoption are progressing together.

Convenient plant-forward eating lifts meal frequency

Frozen peas deliver recognizable ingredients, fiber, protein and rapid preparation at a mainstream price point. Flexitarian households and time-constrained consumers use peas in rice dishes, curries, pasta and side dishes, increasing occasions without requiring specialist plant-based positioning.

Organized retail broadens frozen assortment

Supermarkets, discounters and online grocers are allocating more freezer space to private-label vegetables and convenient steam formats. Their centralized procurement gives large processors predictable volume and supports rapid geographic rollout of new pack sizes.

Ready-meal and foodservice demand stabilizes utilization

Meal manufacturers, caterers and restaurant chains purchase calibrated peas for visual consistency, portion control and minimal kitchen preparation. These contracts diversify processor exposure beyond retail promotion cycles and improve factory utilization outside peak selling periods.

Packaging innovation improves value realization

Resealable pouches, microwave steam bags and portion-controlled packs reduce preparation friction and freezer waste. These formats support higher unit pricing while retaining peas' positioning as an accessible everyday vegetable.

Food-waste economics favor frozen formats

Consumers can dispense the required quantity and return the balance to storage, avoiding rapid spoilage associated with fresh shelled peas. Retailers also benefit from longer selling windows and lower shrink, reinforcing frozen-category economics.

Restraints

Harvest volatility constrains factory throughput

Green peas have a narrow maturity window, and heat, drought or excessive rain can reduce yield, tenderness and color. Processors must coordinate contracted acreage, harvesting machinery and freezing capacity with limited tolerance for delays.

Energy and refrigeration costs pressure margins

Blanching, quick freezing, frozen warehousing and temperature-controlled transport create sustained electricity and fuel exposure. Cost increases affect smaller processors most sharply because retailer contracts limit immediate price recovery.

Private-label bargaining power limits pricing

Large retailers aggregate substantial category volume and regularly tender supply across multiple processors. This structure supports market access but compresses processor margins and raises the cost of service failures or agricultural shortfalls.

Cold-chain gaps restrict emerging-market reach

Unreliable electricity, fragmented frozen distribution and limited retail freezer space raise landed costs and product-loss risk. Market development therefore concentrates first in metropolitan areas and higher-income retail channels.

Substitution caps mature-market volume growth

Fresh seasonal peas, canned peas and lower-priced frozen vegetable blends compete for the same side-dish and recipe occasions. Plain peas require disciplined promotion and pack architecture to defend freezer space against higher-value vegetable innovations.

Frozen Green Peas Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Household freezer penetration expands the addressable base	XXX	XXX	XXX
Convenient plant-forward eating lifts meal frequency	XXX	XXX	XXX
Organized retail broadens frozen assortment	XXX	XXX	XXX
Ready-meal and foodservice demand stabilizes utilization	XXX	XXX	XXX
Packaging innovation improves value realization	XXX	XXX	XXX
Food-waste economics favor frozen formats	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Harvest volatility constrains factory throughput	XXX	XXX	XXX
Energy and refrigeration costs pressure margins	XXX	XXX	XXX
Private-label bargaining power limits pricing	XXX	XXX	XXX
Cold-chain gaps restrict emerging-market reach	XXX	XXX	XXX
Substitution caps mature-market volume growth	XXX	XXX	XXX

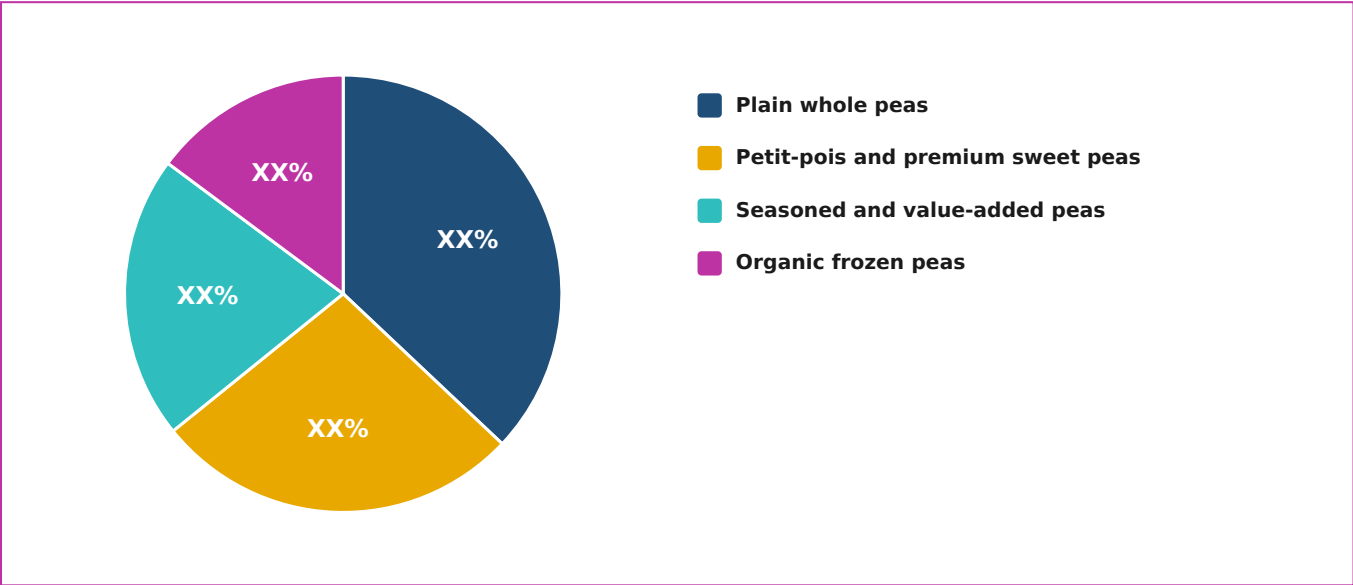
Source: XXX

Frozen Green Peas Market Segmentation Analysis

By Product Form

Whole individually quick-frozen peas dominate because they serve household, foodservice and manufacturing applications with minimal formulation complexity. Petit-pois and premium sweet grades command higher realization through tenderness, uniform sizing and color. Seasoned and value-added formats will grow fastest as brands seek differentiation beyond basic commodity packs.

Value share by product Form, 2025



Source: XXX

Value by product Form, USD bn

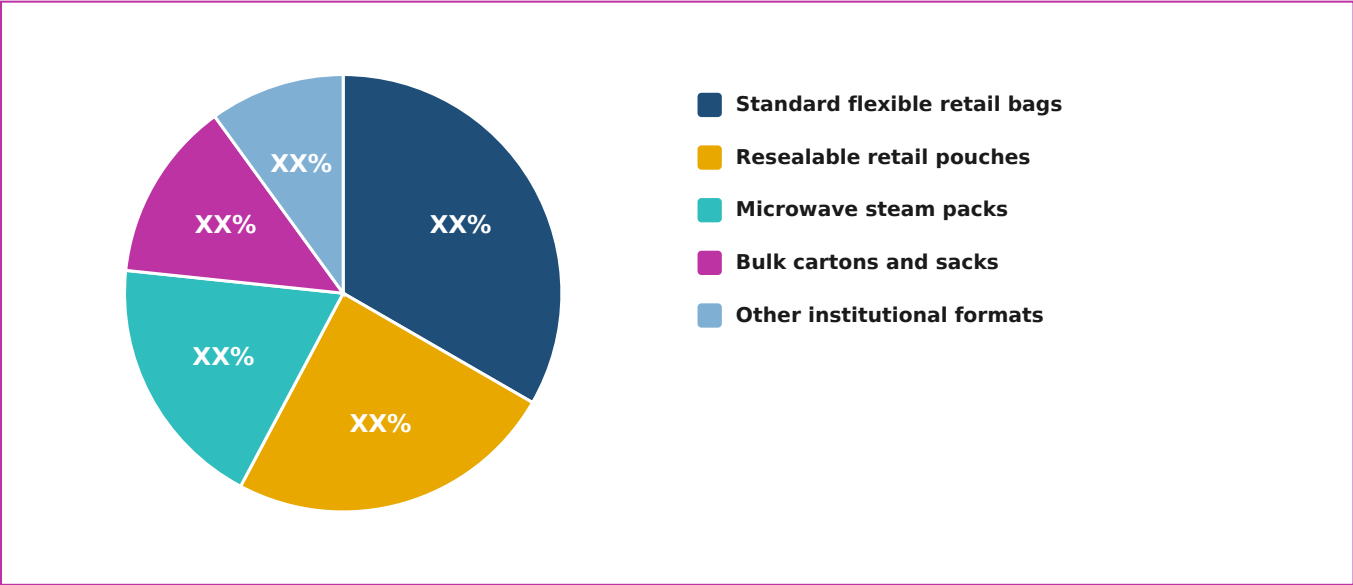
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Plain whole peas	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Petit-pois and premium sweet peas	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Seasoned and value-added peas	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Organic frozen peas	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Packaging Format

Flexible retail bags lead because they offer low material use, efficient freezer storage and broad sizing flexibility. Microwave steam packs and resealable pouches are gaining share through convenience and improved portion management. Bulk cartons and sacks remain essential for foodservice and processors, where price, handling efficiency and specification consistency outweigh consumer-facing design.

Value share by packaging Format, 2025



Source: XXX

Value by packaging Format, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Standard flexible retail bags	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Resealable retail pouches	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Microwave steam packs	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Bulk cartons and sacks	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other institutional formats	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Sales Channel

Large-format grocery remains the primary channel because freezer capacity, private-label ranges and weekly household shopping support category scale. Discounters are increasing share in Europe through narrow assortments and aggressive value positioning. Online grocery is the fastest-growing route as insulated fulfillment and rapid-delivery networks improve frozen-product availability.

Value by sales Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Supermarkets and hypermarkets	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Discounters and club stores	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Convenience and independent retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Online grocery	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice distributors	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Direct industrial sales	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By End Use

Households remain the central demand group because frozen peas are familiar, affordable and usable in multiple cuisines. Foodservice benefits from labor savings and predictable portions, while ready-meal, soup, snack and prepared-food manufacturers require consistent grades throughout the year. Food manufacturing will outperform the market as convenience-food output expands in Asia-Pacific and the Middle East.

Value by end Use, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Retail households	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Restaurants and quick-service foodservice	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Institutional catering	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Food manufacturing	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

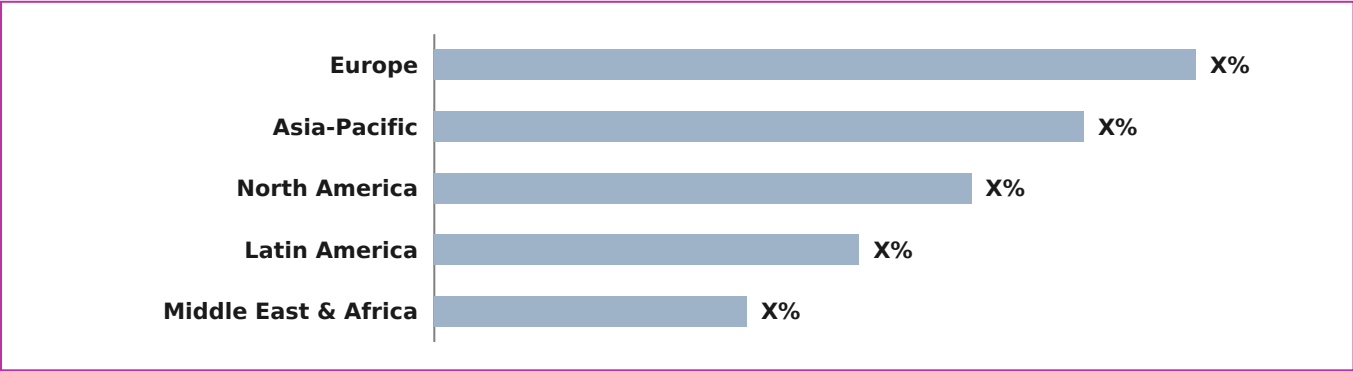
Frozen Green Peas Market Regional Analysis and Country Outlook

Europe generated USD XXX billion in 2025 and retained the leading XX% share. The United Kingdom, France, Germany, Belgium and the Netherlands combine high household penetration with mature retailer private-label programmes, specialist processors and efficient contract-growing clusters. Belgium and the Netherlands also function as processing, trading and redistribution hubs for intra-European and overseas supply.

Asia-Pacific will expand at XX% CAGR through 2031, raising its share from XX% to XX%. China and India provide a large agricultural base and rapidly growing domestic consumption, while Japan and Australia remain attractive premium import markets. Indian demand is shifting from winter-season fresh peas toward year-round frozen availability in urban retail, foodservice and institutional kitchens.

North America remains a scale market led by the United States, where branded and private-label peas benefit from broad supermarket distribution but face competition from vegetable blends and value-added sides. Latin America and the Middle East & Africa grow from smaller bases as modern retail and temperature-controlled distribution expand; Brazil, Mexico, Saudi Arabia and the United Arab Emirates offer the strongest near-term urban opportunities.

Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East & Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

Frozen Green Peas Market Competitive Landscape and Company Share

The market is moderately concentrated at the branded level and more fragmented in agricultural processing and private-label supply. Nomad Foods, Conagra Brands, Greenyard, Ardo, Bonduelle, McCain Foods and Simplot combine sourcing scale, established freezer distribution and retailer relationships, while regional processors compete through proximity to contracted fields and flexible specifications.

European competition centers on retailer tenders, crop quality, processing yield, traceability and service reliability. Consumer-facing differentiation is led by Birds Eye, iglo, Findus, Green Giant and regional brands, but a substantial share of category volume is produced for retailer labels. Investment priorities include automated grading, energy-efficient freezing, solar-supported logistics and packaging-material reduction.

Strategic expansion is moving toward broader vegetable portfolios and value-added frozen foods rather than pea-only consolidation. McCain's increased investment in Strong Roots, Conagra's frozen-portfolio innovation and Nomad Foods' logistics decarbonization demonstrate the industry's direction: processors are combining vegetable credentials with convenience, portfolio breadth and measurable sustainability performance.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Nomad Foods Limited	XXX	XXX	XXX	XXX
Conagra Brands, Inc.	XXX	XXX	XXX	XXX
Greenyard NV	XXX	XXX	XXX	XXX
Ardo Group	XXX	XXX	XXX	XXX
Bonduelle SCA	XXX	XXX	XXX	XXX
McCain Foods Limited	XXX	XXX	XXX	XXX
J.R. Simplot Company	XXX	XXX	XXX	XXX
Eureden Group	XXX	XXX	XXX	XXX
Virto Group	XXX	XXX	XXX	XXX
B&G Foods, Inc.	XXX	XXX	XXX	XXX

Source: XXX

Frozen Green Peas Market Forecast and Commercial Opportunities

The market will add USD XXX billion between 2025 and 2031. Base-case growth assumes stable contracted acreage, moderate agricultural inflation and continued expansion of household and commercial cold chains; faster adoption of modern grocery in India and Southeast Asia provides the principal upside.

Plain whole peas will remain the volume engine, but revenue growth will increasingly come from petit-pois grades, microwave-ready packs, organic and residue-controlled products, and recipe-specific food-manufacturing formats. Suppliers able to segregate varieties and grades at scale will capture a larger portion of premium retailer and industrial contracts.

Winning processors will integrate crop planning, harvesting logistics, optical sorting, rapid freezing and demand forecasting. Commercial advantage will accrue to companies that guarantee color, tenderness and delivery performance while documenting farm practices, refrigeration emissions and packaging improvements for retailer procurement teams.

Opportunities

- Microwave-ready and resealable retail formats
- Affordable small packs for Asian and African cities
- Traceable regenerative-agriculture programmes
- Premium sweet, petit-pois and residue-controlled lines
- Foodservice packs for quick-service restaurants and institutional kitchens
- Digital demand forecasting and field-to-factory harvest optimization

This preview shows the form and depth of the report. The full report contains every figure, segment- and country-level detail and full company profiles. On purchase all figures are finalised and verified, and the report is delivered within 24–72 hours.