**Methodology**: The National Frozen & Refrigerated Food Association (NFRA) commissioned Atomik Research to conduct an online survey of 2,005 adults throughout the United States. The margin of error is +/- 2 percentage points with a confidence level of 95 percent. Fieldwork took place between January 29 and January 31, 2024.

Atomik Research is an independent, creative market research agency.

**Themes**:

**A Staple in Any Climate**

U.S. adults indicate that frozen food makes it easier for them to plan meals while helping them combat rising costs of groceries. They are most likely to choose frozen options when it comes to preparing dinner but still rely on frozen foods for breakfast and lunch. In fact, most adults say having frozen options on-hand makes it easier to enjoy a nourishing breakfast. For those who opt for frozen foods, the top three reasons for that choice are convenience, saving time and because they view frozen options as being budget friendly. Adults indicate that having their favorite foods in the freezer keeps them from ordering out more often while also having more meal options when incorporating frozen foods into their meals, lending them an opportunity to be more creative in the kitchen, especially with proteins including poultry, beef and seafood. Pizza and ice cream are the most popular go-to frozen choices, and nearly two-thirds of adults indicate they would be likely to try a new frozen food product after hearing March is “Frozen Food Month.”

**Frozen, A Parent’s Best Friend**

Most U.S. adults with at least one child under the age of 18 living in their home believe that it’s easier to be a parent when they have frozen food options on hand. Parents are even more likely than adults with no children in the home to indicate that frozen food makes it easier to plan meals and that they help them combat rising costs of groceries. Parents in the US believe having frozen foods on hand makes it easier for them to prepare a nourishing breakfast. Most feel they would struggle to get the recommended daily servings of fruits and vegetables if they did not have access to frozen produce. The majority of parents are likely to try a new dessert from the frozen aisle because it’s on sale and would also try a new frozen food product after hearing March is “Frozen Food Month.”

**Top Stats:**

* More than 4 in 5 adults (83%) say that frozen food makes it easier to meal plan.
* Nearly 2 in 3 adults (64%) say that buying frozen foods helps them combat rising costs of groceries.
* More than half of adults (52%) say that frozen foods are their go-to choice for *dinner*, while more than a third of adults say that frozen foods are their go-to for *lunch* (39%) and *breakfast* (36%).
* According to adults who say frozen is their go-to choice for one or more occasions (n=1,903), the top three reasons for choosing frozen foods are convenience (69%), saving time (60%) and it being budget-friendly (46%).
* More than 3 in 5 adults (61%) say that having frozen options on hand makes eating a nourishing breakfast easier.
* Nearly 4 in 5 parents (79%; n=1,003) say that it is easier to be a parent when you have frozen options on hand.
* 81% of adults say that having their favorite foods in the freezer keeps them from ordering out more often.
* More than 3 in 4 adults (76%) feel that they have more meal options when they incorporate frozen foods into their meals.
* Almost all adults surveyed (99%) feel they are able to find more creative choices when opting to purchase various food items from the frozen aisle.
	+ Nearly half of adults (48%) feel they are able to find more creative choices (e.g., out-of-season produce, exotic ingredients, etc.) in the frozen aisle when opting to purchase **proteins** (e.g., poultry, beef, seafood, etc.).
	+ Nearly half of adults (48%) feel they are able to find more creative choices in the frozen aisle when opting to purchase **breakfast foods**.
	+ Nearly half of adults (47%) feel they are able to find more creative choices in the frozen aisle when opting to purchase **appetizers**.
* Nearly 3 in 4 adults (73%) say they would be likely or extremely likely to try a new dessert/novelty item from the frozen aisle because it’s on sale.
* 74% of adults say they would be likely to buy *ice cream* if it’s on sale, while 54% say they would be likely to buy a *frozen novelty* if it’s on sale.
* 56% of adults say that desserts often found in the frozen food aisle allow me to indulge while also being more convenient.
* Two-thirds of adults (66%) say their go-to frozen product is pizza, while 61% say their go-to frozen product is ice cream.
* More than 3 in 5 adults (63%) say they would be likely to try a new frozen food product when they hear that March is frozen food month.

**Parents:**

* Nearly 9 in 10 parents (88%; n=1,002) say frozen food makes it easier to meal plan.
* 3 in 4 parents (76%; n=1,002) agree that buying frozen foods helps them combat rising costs of groceries.
* Nearly half of parents (46%; n=1,002) say frozen foods are their go-to choice for breakfast.
	+ Nearly half of parents (45%; n=1,002) say frozen foods are their go-to choice for lunch.
* More than two-thirds of parents (71%; n=1,002) say having frozen foods on hand makes eating a nourishing breakfast *easier or much easier*.
* Nearly 4 in 5 parents (79%; n=1,002) say it’s *easier or much easier* to be a parent when they have frozen options on hand.
* 4 in 5 parents (80%; n=1,002) indicate they would struggle, to some degree, getting the recommended daily servings of fruits and vegetables if they did not have access to frozen produce, including 1 in 4 (26%) who say they would *struggle a great deal*.
* 4 in 5 parents (81%; n=1,002) say they are *likely or extremely likely* to try a new dessert/novelty item from the frozen aisle because it’s on sale.
* Nearly 3 in 4 parents (73%; n=1,002) say they would be likely to try a new frozen food product when they hear March is Frozen Food Month.

**Generations:**

* Nearly 9 in 10 millennials (88%; n=742) think frozen food makes it easier to meal plan.
* Millennials more often than any other generational cohort indicate that buying frozen food helps to combat rising food costs: More than 3 in 4 millennials (77%; n=742) agree that buying frozen foods helps combat rising costs of groceries.
* Half of Gen X (51%; n=580) say frozen foods are their go-to choice for dinner.
	+ 3 in 5 baby boomers (61%; n=391) say frozen foods are their go-to choice for dinner.
* Nearly 3 in 4 Gen X respondents (73%; n=580) say their main reason for choosing frozen foods is convenience.
	+ More than 4 in 5 baby boomers (83%; n=391) say their main reason for choosing frozen foods is convenience.
* Nearly 3 in 4 millennials (71%; n=742) say having frozen options on hand makes eating a nourishing breakfast *easier or much easier*.
* Around 4 in 5 baby boomers (79%; n=391) say they would be likely to buy ice cream because it is on sale.
	+ 3 in 5 baby boomers (60%; n=391) say they would be likely to buy frozen novelties because they are on sale.
	+ More than half of Gen X respondents (55%; n=580) say they would be likely to buy frozen novelties because they are on sale.
* Two-thirds of baby boomers (66%; n=391) say desserts often found in the frozen food aisle allow them to indulge while also being more convenient.
	+ More than 2 in 5 Gen Z respondents (45%; n=269) and millennials (44%; n=742) say desserts often found in the frozen food aisle allow them to indulge while also saving money.
* Gen Z and millennials most often report higher degrees of likelihood to try a new frozen food product when hearing that March is Frozen Food Month:
	+ More than two-thirds of Gen Z adults (68%; n=269) say they would be likely to try a new frozen food product when they hear March is Frozen Food Month
	+ Nearly 3 in 4 millennials (73%; n=742) say they would be likely to try a new frozen food product when they hear March is Frozen Food Month.