

Hungry for apps?

You should be! The frozen appetizers category is worth \$2.2 billion to the U.S. foodservice industry. NPD's Foodservice Future Views delivers detail on your best opportunities related to this category and others. Shipment data from 700,000+ operators reveals appetizers are on the incline.

A look at the landscape

Manufacturer and operator label dominate. Distributor label making inroads.

Independents (25%), large chains (49%) account for 74% of frozen appetizer operator purchases. Large chains fueling growth.



What's hot

Top-Selling Appetizer: Nachos



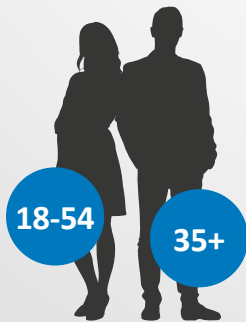
Top-Selling Frozen Appetizers: Onion Rings and Mozzarella Sticks

Other Top Choices: Egg Rolls/Spring Rolls and Stuffed Jalapeños



Top appetizers by consumer age

Nachos and stuffed jalapeños are **popular among 18- to 54-year-olds.**



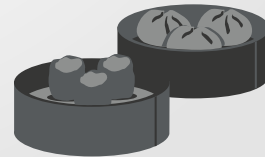
Onion rings and egg rolls **skew toward an older consumer, age 35+, and especially those over 55.**

What's ahead?

We forecast that **by 2019 frozen appetizers will be a \$2.9 billion category (+9% CAGR).**

Top 3 growing subcategories:

- 1 Breaded Pickles
- 2 Dim Sum
- 3 Egg Rolls



Evaluate your competitive market position. Assess profitable growth opportunities. Develop strategic plans to grow your existing business. Uncover whitespace opportunities. **Foodservice Future Views**, built on SupplyTrack® invoice-level data from more than 700,000 operators, plus data from CREST® and ReCount®, can help you identify categories you should enter based on the estimated size of the market.

Source: The NPD Group/CREST® and SupplyTrack® — includes all labels

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

