

IPACK-IMA

MONITOR

FRESH & CONVENIENCE FOOD Consumption

January 2025



JOINT VENTURE BETWEEN:



FIERA MILANO

IN COLLABORATION WITH:



ipackima.com



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Fresh Food 2023 World Consumption

841 bln kg

Volume 2023

1,010 bln kg

Volume 2028

The Fresh Food sector is proving to be a very dynamic category, with global consumption reaching 840.7 billion kg in 2023. Thanks to an average annual growth of +3.7% (CAGR 2023-2028), global volumes are set to exceed the threshold of 1,010 billion kg in 2028, generating an overall increase of 169.7 billion kg compared to 2023.

The geographical distribution of consumption sees Asia in the lead, with 56.6% of the total, equal to 475.9 billion kg in 2023, followed by the European Union which represents 11.5% of the total with a volume of 96.7 billion kg. Overall, the first two areas cover 68.1% of global consumption, with a total of 572.6 billion kg. In third place are Africa and Oceania, which in 2023 recorded consumption of 80.9 billion kg, equal to 9.6% of the total, followed by North America with 78.3 billion kg and a share of 9.3%. Central and South America is in fifth place with 61.6 billion kg and 7.3% of the total, while Non-EU Europe closes the ranking with 47.3 billion kg, equivalent to 5.6%.

Fresh Food Consumption growth 2023 - 2028

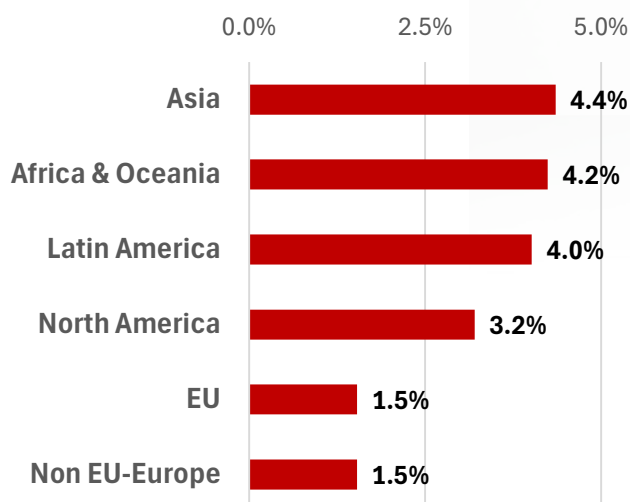
+3.7%

CAGR 2023 - 2028

+170 bln kg

Additional market

Fresh Food Consumption CAGR 2023 - 2028



Asia confirms itself as the region with the highest expected annual growth dynamics, with an average increase of +4.4% (CAGR 2023-2028), followed by Africa and Oceania with an increase of +4.2% and Central and South America which records annual growth of +4.0%. North America also shows good expansion, with an expected increase of +3.2% per year. The European Union and non-EU Europe close the ranking, both with an estimated average annual growth of +1.5%.



Convenience Food 2023 World consumption

91 bln kg

Volume 2023

109 bln kg

Volume 2028

Convenience Food is increasingly establishing itself as a growing consumption trend, with an average annual increase (CAGR 2023–2028) of +3.8% until 2028. This trend will lead to global consumption increasing by 18.5 billion kg, from an initial volume of 90.6 billion kg in 2023 to 109.2 billion kg in 2028.

From the point of view of geographical distribution, Asia confirms its leadership with 53.1 billion kg consumed in 2023, equal to 58.5% of the global total. North America follows with a volume of 10 billion kg (11.1%) and the European Union in third place with 8.4 billion kg (9.3%). In fourth place are Africa and Oceania with 8 billion kg (8.8%), while Central and South America recorded 7 billion kg, equal to 7.8% of the total volumes. In last place is Extra-EU Europe, with 4.1 billion kg in 2023, representing 4.5% of the total.

Analyzing the growth rate expected for each macro-area (CAGR 2023–2028), Asia maintains its leadership with an estimated annual increase of +4.9% until 2028. Africa and Oceania follow, with growth of +3.5% per year, and Central and South America, which stands at +2.3% per year. The European Union shows a more moderate growth, equal to +1.9% per year, while Extra-EU Europe (+1.8%) and North America (+1.3%) close the ranking.

Convenience Food Consumption growth 2023 - 2028

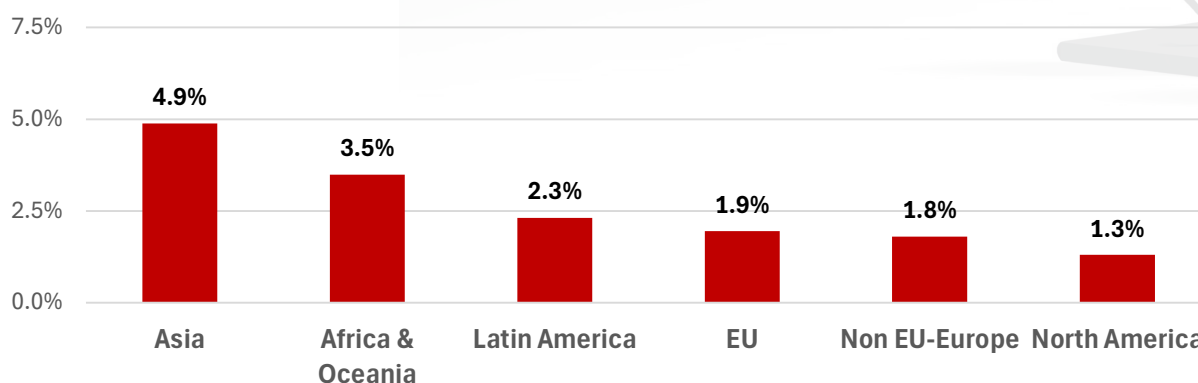
+3.8%

CAGR 2023 - 2028

+19 bln kg

Additional market

Convenience Food Consumption CAGR 2023 - 2028





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