

## **Sabrini Foods - Case Study**

The frozen meals, and Snacks or we can say frozen food product market in Australia gaining steady growth, as consumer demands have been changing for several factors, such as convenience, health, and variety of food items.

**Here are the few important details related frozen food products in the current market.**

### **1. Market Overview:**

#### **Size:**

The Australian frozen food products category was valued at 4.4 billion USD in the year of 2024 and is projected reach around 8 billion USD by 2033 with CAGR (Compound Annual growth rate) 6.7% between 2025 and 2033.

#### **Growth:**

The significant contributor to this growth mostly from frozen meals and snacks due raising the popularity of Indian food among Australians, and that is growing with a projected CAGR of 10.2% from 2025 to 2035, and it will be reaching a value of 336.9 million by 2035.

### **2. Customer Insights:**

As customers live in their busy lifestyles, they demand for a quick and easy meal solutions to save a lot of time. Therefore, the frozen means and snacks products are become the popular choice for most of the people.

#### **Consumer Habits and Their Preferences:**

- Most of the consumers seeking convenience, authenticity, and variety of products to feel them satisfied with their meals and snacks.
- Consumers also more conscious about their health in preferring frozen product with more natural ingredients, low preservatives, and clear nutritional labeling.

#### **Buying Behavior:**

- Huge purchases are more often during the promotions.
- As online shopping is raising, consumers are seeking more reviews and recommendations before purchasing products.

### 3. Retail & Channel Landscape:

The major channels (Coles, Woolworths, Aldi, IGA, independent retailers, online) through which frozen food products has been purchased by consumers.

- Supermarkets like Coles, and Woolworths are dominating, as they use multiple promotions to make buy products by consumers.
- Discount Retailers like, Aldi, and IGA more focus on value.
- Independent retailers are the ethnic grocery stores that they provide authentic and specific products.
- Amazon, a few others are e-commerce platforms that help channelizing products through online to purchase by consumers.

#### Trends:

Supermarkets are driving the most of the sales, but independent, and online channels are more inclined to specific niche products, and slowly gaining the traction in sales.

**As of now, if any new brand that is trying to launch to channelize to sell products, it's preferred to use supermarkets to win in the current market.**

#### Opportunities:

- Launching various types of products with healthier, premium and plant-based options will increase the attention from the consumers.
- As if we committed to provide more authentic products to consumers, that will have more scope in the future increase the market revenue.
- In the future, a lot of scope to build an online retail system for wider reach and increase the customers.

#### Risks:

- Launching huge amounts of products into the markets directly without taking feedbacks from the consumers will leads to drastic fall of sales.
- Price sensitivity will be more crucial part of business model.
- The is a risk in importing huge amounts of products from various parts countries without knowing the pulse of the customers.

**Not taking risk is the biggest risk in life, But We can't take blind risks, we have to take it with more prior measured calculations over various factors.**

## Conclusion:

The frozen food products (meals & snacks that are ready-to-eat) market has been growing steadily, and that's driven by several factors like, consumer convenience, multi-cultural tastes, and health benefits.

Only those brands who provide products with more innovation as per the consumer demands with more authenticity will likely win the race.

**Reference Sources:** IBISWorld, Statista, and Nielsen, Google