

## FROZEN SOARS TOWARDS £5 BILLION

The latest information from TNS Worldpanel shows that the retail frozen food market is now worth £4.8 billion, with the market showing 5.8% year on year growth as at 30<sup>th</sup> November 2008. The market has now enjoyed 10 consecutive quarters of accelerating growth.

The vegetables sector is now growing faster in value at 9.7% year on year than any other sector as consumers turn to frozen for its minimal waste and locked in nutrients. Savoury foods continue to accelerate in growth and are now growing annually by 8.6% in value whilst the fish sector has now grown from £584 million in 2006 to £690 million in 2008. The remarkable growth has been led by Birds Eye and Young's capitalising on Omega 3 health benefits and sustainable sourcing.

Ready meals now continues to grow in value increasing to 3.4% year on year, whilst only a year ago the sector was in decline by 3.8%, whilst the pizza sector has made significant growth at 6.3%.

Ice cream volume sales were badly affected due to the dismal summer, resulting in a 5.9% fall but value has grown by 3.3% representing the switch to premium lines. The potato products sector continues to make steady growth in value at 5.5% year on year, the meat and poultry sector at 3.7% and confectionary and desserts at 1.5%.

Brian Young says, "Consumers are turning to frozen in vast numbers attracted by the locked in nutrients, minimal waste and terrific value.

The industry has recently launched a new consumer website [THENEWICEAGE.COM](http://THENEWICEAGE.COM), funded by retailers and manufacturers to educate consumers on the benefits that this vibrant sector can bring to hard pressed busy mums.

Young fully expects 2009 to show even more growth and the market to surge over £5 billion".

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# BRITISH FROZEN FOOD FEDERATION

RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 30 NOVEMBER 2008

Source: TNS Worldpanel



RETAIL CATEGORIES	Value (000's £)			Volume (000's Kgs)		
	52 w/e 02 Dec 07	52 w/e 30 Nov 08	% Gain/Loss	52 w/e 02 Dec 07	52 w/e 30 Nov 08	% Gain/Loss
Total Frozen Foods	4,598,913	4,866,737	5.8	1,967,075	1,982,759	0.8
Total Ice Cream	597,490	617,243	3.3	328,955	309,481	-5.9
Frozen Confectionary & Desserts	258,009	261,763	1.5	79,723	78,945	-1.0
Frozen Fish	636,223	689,855	8.4	116,205	123,648	6.4
Frozen Meat & Poultry	525,380	544,927	3.7	190,703	180,503	-5.3
Frozen Vegetables	359,908	394,776	9.7	281,200	281,649	0.2
Frozen Potato Products	484,427	511,010	5.5	432,197	456,523	5.6
Frozen Ready Meals	616,612	637,427	3.4	191,969	189,136	-1.5
Frozen Pizza	340,967	362,499	6.3	97,233	98,328	1.1
Frozen Savoury Food*	779,897	847,237	8.6	248,890	264,546	6.3

\*Savoury Food includes Frozen Bread, Frozen stuffing Cooked poultry, Meat Products, Processed Poultry, Savoury Bakery, vegetarian products and Other Frozen Foods



Source: TNS Worldpanel  
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