



Press Release
December 2009

All Product Sectors Continue to Grow in Frozen Food

The latest data kindly supplied by TNS Worldpanel for the 52 weeks ending 29th November 2009, shows that the market continues to enjoy strong value growth and is now worth just over £5.1 billion.

The Ice Cream sector continues to rebound from two dreadful summers and is now enjoying 5.5% growth.

Frozen Confectionery, despite the economic downturn, continues to show impressive value growth of 6.4% year on year, with renewed interest in frozen fruits with the launch of Del Monte Fruits.

The Frozen Fish sector, despite being measured against two impressive years of growth, is still enjoying 4.6% value growth year on year. Both Birds Eye and Youngs continue to launch innovative, new products into this market.

Brian Young, Director General of the British Frozen Food Federation said, "It's most encouraging that all sectors within the frozen food market continue to enjoy good value growth". Young added "Recent publicity by WRAP on the amount of perfectly good food thrown away by consumers has helped the frozen cause as has its locked-in goodness and great value for money as consumers continue to feel the impacts of the continuing economic woes".

The frozen food market was flat in volume terms.

RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 29 NOVEMBER 2009

Retail Categories	Value (000's £)			Volume (000's Kgs)		
	52 w/e 30 Nov 08	52 w/e 29 Nov 09	% Gain/Loss	52 w/e 30 Nov 08	52 w/e 29 Nov 09	% Gain/Loss
Total Frozen Foods	4,933,546	5,142,405	4.2	2,012,054	2,009,541	-0.1
Total Ice Cream	628,698	663,234	5.5	314,609	331,568	5.4
Frozen Confectionary	265,078	281,998	6.4	79,985	82,358	3.0
Frozen Fish	694,431	726,543	4.6	124,640	123,749	-0.7
Frozen Meat & Poultry	551,381	562,884	2.1	183,597	169,715	-7.6
Frozen Vegetables	399,215	408,471	2.3	284,631	287,731	1.1
Frozen Potato Products	517,231	537,187	3.9	462,218	463,967	0.4
Frozen Ready Meals	651,892	658,077	0.9	194,010	182,483	-5.9
Frozen Pizza	364,929	378,435	3.7	99,100	99,141	0.0
Frozen Savoury Food*	860,691	925,577	7.5	269,266	268,828	-0.2

*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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