



## **FROZEN FOOD MARKET MAINTAINS MOMENTUM**

Brian Young, Director-General of the British Frozen Food Federation reports that the latest information from TNS Worldpanel shows the retail frozen food market is growing at 4.6% year on year. The fish sector continues to lead the growth with a very impressive 11.2% year on year growth.

Remarkably the ready meals sector, after many years in the doldrums is now back in growth both in volume and value with the sector now being worth £628 million, some 1.3% up year on year. There has been renewed interest in the last 12 months within ready meals with premium ranges from Jean-Christophe Novelli, Aunt Bessie, new ranges from Birds Eye and Chicago Town all helping the sector to regain its momentum.

The fish sector is showing accelerating volume growth and can now boast year on year volume growth of 8.3% per annum. Birds Eye and Young's are competing fiercely in this rapidly growing market which is now worth £677 million and news of Findus entering the market can only heighten the level of competition.

There is also impressive growth coming through from the vegetable sector as value growth hits 8.7% driven by volume growth of 4.6% year on year.

The potato sector is now enjoying volume growth of 4.7% year on year as the supply situation improves. The value of the potato product sector is now just under £500 million and is enjoying 6.7% year on year growth in value. Young firmly believes that the message on the minimal waste that frozen offers, the locked in nutrients through the freezing process and the fantastic value for money when consumers are struggling to manage households, not only helps the current growth in the market but should see further accelerating growth over the next 12 months at least.



# BRITISH FROZEN FOOD FEDERATION

RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 15 JUNE 2008

Source: TNS Worldpanel



RETAIL CATEGORIES	Value (000's £)			Volume (000's Kgs)		
	52 w/e 17 Jun 07	52 w/e 15 Jun 08	% Gain/Loss	52 w/e 17 Jun 07	52 w/e 15 Jun 08	% Gain/Loss
Total Frozen Foods	4,541,613	4,746,855	4.5	1,964,862	1,990,280	1.3
Total Ice Cream	617,501	608,580	-1.4	348,245	317,814	-8.7
Frozen Confectionary & Desserts	260,676	264,259	1.4	80,466	80,026	-0.5
Frozen Fish	608,691	676,951	11.2	112,938	122,354	8.3
Frozen Meat & Poultry	508,238	523,519	3.0	186,766	185,431	-0.7
Frozen Vegetables	350,613	381,110	8.7	272,497	284,905	4.6
Frozen Potato Products	467,107	498,241	6.7	428,376	448,613	4.7
Frozen Ready Meals	620,147	628,395	1.3	191,896	192,378	0.3
Frozen Pizza	337,502	349,965	3.7	94,704	98,331	3.8
Frozen Savoury Food*	771,139	815,836	5.8	248,976	260,429	4.6

\*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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