



**Press Release  
October 2009**

## **Frozen Retail Market Hits New High**

### ***Latest TNS Data Reveals Frozen Food Market Growth***

The latest market data from TNS Worldpanel for the 52 weeks ending 6th September 2009 has shown that the value of the retail frozen food market is still riding high at just over £5.1 billion. The frozen food market overall is showing a value growth of 5.4% year on year, with the savoury food section showing the most impressive growth rising at 9.6%.

Frozen potatoes are showing good growth at 6.1%, frozen confectionary and desserts are on the increase at 6.5% and frozen meat and poultry is up by 6.8%. The TNS Worldpanel research also noted that volume is flat with frozen confectionery and desserts showing the most significant growth at 2.8% year on year.

Brian Young, Director-General of the British Frozen Food Federation (BFFF), said; "Over the last three years the frozen food market has grown by 15.9%. I am delighted to see the market continues to grow as more and more consumers are turning to frozen food and understand the benefits of minimal waste, great value and of course freshness."

Over the last three years the frozen food market has now grown by over £700 million with savoury foods putting on over £150 million in value growth. The frozen fish sector is growing by more than £140 million and potato products by £100 million. The overall market growth over three years has been 15.9%, whilst potato products, vegetables, meat and poultry, and fish have all grown by more than 20% during this period.

Brian Young continued: "We are delighted with the amount of new innovations especially from the big brands, which I believe are playing a part in sustaining momentum and growth in the sector."

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For more information or to schedule an interview with Brian Young please contact Elisabeth Edvardsen on 020 7993 3833 or email: [elisabeth@oneismore.com](mailto:elisabeth@oneismore.com)

## **Notes to Editors**

### **Research:**

\* Retail Frozen Food Statistics Year on Year to 6<sup>th</sup> September 2009. Source: TNS Worldpanel

\*\* Opinion Matters/ Tickbox.net survey of household budgets. Total sample base: 1145 mothers, conducted: 04.11.08-17.11.08

Additional stats include:

52% of women in the UK feel under pressure to reduce household food budget

44% of women in the UK feel under pressure to cook more nutritional meals for the family

45% of women in the UK feel under pressure to produce less waste at home

81% of women in the UK are unaware that frozen foods contain same or greater nutritional value than fresh

### **Important Facts on Frozen Food:**

Frozen foods are:

#### **Healthy**

- o Freezing food locks in vitamins and nutrients often lost in 'fresh foods' when left on the supermarket shelf
- o Frozen food encourages a balanced diet (i.e. packaged for portion control)
- o Freezing is a natural process not requiring preservatives

#### **Tasty**

- o Food frozen within hours of harvest has a superior taste and texture

#### **Economical/ Environmental**

- o Frozen food reduces waste: important when average cost of food has increased by around 7% in the past year. Frozen food is good value.
- o Freezing food enables people to enjoy all types of food throughout the year, regardless of season (reducing costs and carbon output caused by importation)
- o It is typically less expensive to purchase a frozen 'ready meal' than all the ingredients required to produce the same product

#### **Convenient**

- o There is a growing consumer demand for products that ease the effects of their increasingly busy lifestyles and the consequent constraints on food preparation and shopping time

## RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 6 SEPTEMBER 2009

RETAIL CATEGORIES	Value (000's £)			Volume (000's Kgs)		
	52 w/e 07 Sep 08	52 w/e 06 Sep 09	% Gain/Loss	52 w/e 07 Sep 08	52 w/e 06 Sep 09	% Gain/Loss
Total Frozen Foods	4,869,789	5,133,486	5.4	2,015,129	2,013,137	-0.1
Total Ice Cream	627,881	648,417	3.3	319,573	324,812	1.6
Frozen Confectionary & Desserts	264,550	281,832	6.5	80,307	82,582	2.8
Frozen Fish	690,559	718,633	4.1	124,544	123,355	-1.0
Frozen Meat & Poultry	540,814	577,620	6.8	187,888	176,273	-6.2
Frozen Vegetables	392,717	407,813	3.8	284,459	288,551	1.4
Frozen Potato Products	507,236	538,254	6.1	456,337	464,334	1.8
Frozen Ready Meals	645,180	660,638	2.4	195,229	185,300	-5.1
Frozen Pizza	358,235	376,636	5.1	99,674	97,943	-1.7
Frozen Savoury Food*	842,617	923,643	9.6	267,118	269,987	1.1

\*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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