



## **FROZEN FOOD THRIVING AS CONSUMERS REMAIN UNDER PRESSURE**

The most up to date market data has shown that the frozen food sector is continuing to succeed despite difficult economic circumstances posting a 6% value growth for the year to 10<sup>th</sup> June, 2012.

The data shows that the category has expanded its value in all product sectors Y.O.Y. This is particularly clear in the case of meat and poultry which has grown 13% in value and 6% in volume as consumers continue to realise the financial and nutritional benefits of frozen meats.

Commenting on the growth, Brian Young, director general of British Frozen Food Federation said: “Despite the UK entering a double-dip recession in the second quarter of 2012, the frozen food sector is continuing to thrive.

“As frozen food manufacturers continue to invest in premium NPD the value of the industry is continuing to grow despite economic instability. This is demonstrated in the ice cream category which, despite a 4.5% volume drop caused by bad weather, has seen a 4.4% value growth as consumers opt for luxury products.”

A particularly strong area of growth is in the potato products category which has seen 9.9% value growth in the last two quarters. Mr Young continued: “Recent NPD innovations from leading brands, such as McCain with its ready baked potatoes, are leading growth in the market.”

Other success stories from the figures, supplied by Kantar Worldpanel include fish and vegetables, which have experienced continued steady growth in value over the last two years, with respective growth at 3.4% and 7.8% Y.O.Y in the 52 weeks to 10 June 2012. Pizza continues to be the product sector which is excelling in the face of the recession with both value 5.9% and volume 2% growth in the last six consecutive quarters.

There is similar good news for ready meal manufacturers with value growth of 4.2%.”

Mr Young concluded: “As consumers continue to appreciate the benefits of frozen foods in terms of nutritional and great value, I predict that the frozen market will continue to grow over the coming months as people try to make their money go further. The challenge to manufacturers is to maintain their focus on premium NPD to guarantee continued growth once consumers start to feel more confident about their disposable cash.”



## RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 10 JUNE 2012

Retail Categories	Value (000's £)			Volume (000's kgs)		
	52 w/e 12 Jun 11	52 w/e 10 Jun 12	YOY	52 w/e 12 Jun 11	52 w/e 10 Jun 12	YOY
Total Frozen Foods	5,140,063	5,449,964	6.0	2,024,684	2,025,547	0.0
Total Ice Cream	721,260	752,834	4.4	347,691	332,002	-4.5
Frozen Confectionary	262,471	265,336	1.1	75,324	71,413	-5.2
Frozen Fish	739,743	764,812	3.4	128,608	129,365	0.6
Frozen Meat & Poultry	511,967	578,747	13.0	155,212	164,470	6.0
Frozen Vegetables	416,339	448,728	7.8	294,548	296,767	0.8
Frozen Potato Products	544,633	598,571	9.9	466,479	468,340	0.4
Frozen Ready Meals	655,681	683,013	4.2	180,269	178,420	-1.0
Frozen Pizza	385,206	408,080	5.9	106,547	108,702	2.0
Frozen Savoury Food*	902,763	949,843	5.2	270,006	276,068	2.2

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



Source: Kantar Worldpanel

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