



FROZEN MARKET FLAT AND INFLATION TURNS NEGATIVE

The latest data kindly supplied by Kantar Worldpanel shows that the frozen food market is worth £5.1 billion and is flat year on year, whilst volume is marginally up by 0.2%.

Ice cream which is enjoying value growth of 7.3% and volume growth of 5.3% has built on an improvement last year, which only now compensates for the two horrendous summers previously.

The pizza market recorded very healthy volume growth year on year of 7.4% whilst value moved up by 1.9%.

Whilst it is a crude average, the average price per Kilo in the market shows a negative inflation of 0.2% year on year compared to previous years inflation numbers of 1.1%, 2.3%, 4.4% and 5.2% respectively for each of the preceding years.


The retail market in general continues to be extremely flat and the frozen food market has performed broadly in line.

In the next few weeks, we will see the Government's announcements of the significant public spending cuts, whilst the VAT increases are just around the corner. It will be interesting to see what impact those changes have on our market along with a picture of inflation beginning to grow.

RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 5 SEPTEMBER 2010

Retail Categories	Value (000's £)			Volume (000's Kgs)		
	52 w/e 06 Sep 09	52 w/e 05 Sep 10	% Gain/Loss	52 w/e 06 Sep 09	52 w/e 05 Sep 10	% Gain/Loss
Total Frozen Foods	5,102,706	5,102,256	0.0	2,006,953	2,010,534	0.2
Total Ice Cream	648,127	695,352	7.3	325,213	342,379	5.3
Frozen Confectionary	281,651	275,514	-2.2	82,602	80,661	-2.3
Frozen Fish	718,353	725,509	1.0	123,388	125,494	1.7
Frozen Meat & Poultry	578,038	551,696	-4.6	176,274	161,004	-8.7
Frozen Vegetables	407,584	412,552	1.2	288,397	289,667	0.4
Frozen Potato Products	538,118	534,138	-0.7	464,224	469,966	1.2
Frozen Ready Meals	659,106	645,583	-2.1	184,990	179,422	-3.0
Frozen Pizza	376,451	383,632	1.9	97,904	105,144	7.4
Frozen Savoury Food*	895,277	878,280	-1.9	263,962	256,797	-2.7

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



Source: Kantar Worldpanel
 For further information, contact:
 Chris Hayward Tel: 020 8967 4551
 Email: chris.hayward@kantarworldpanel.com