

## **PRESS INFORMATION**

### **JOURNALISTS GUIDE TO FROZEN FOODS AS AT SEPTEMBER '08**

#### **FROZEN FOOD JUST KEEPS ON GROWING**

Brian Young, Director-General of the British Frozen Food Federation, today reported that the retail frozen food market is now worth over £4.8 billion and growing at 5.0% per annum.

Young says, "I'm delighted with the continued acceleration of growth within all product sectors of the frozen food market. This pattern of expansion correlates with the fact that more consumers have switched to frozen food with a goal to minimise waste while still receiving the nutrients and vitamins locked in to frozen food."

All product sectors within the retail frozen food market are reporting a growth in value. For instance, the fish sector is growing at 10.1% per annum, closely followed by the vegetable sector at 8.3% whilst savoury foods are enjoying a very impressive 6.8% growth. Ready meals continues its turnaround and is now enjoying growth of 1.4% per annum whilst both pizzas and potato products are growing at 4.2% per annum.

Volume sales have been badly affected by the awful summer with the ice cream market declining in volume terms by 5.1% but showing for the first time in five quarters value growth at 3.3% per annum.

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Leading retailers such as Iceland and Farmfoods are showing significant value and volume growth whilst discounters such as Aldi, with a significant frozen sector, are also pulling in consumers.

Brian Young adds, "The trends that we are seeing today in the frozen food sector are set to continue and hasten over the forthcoming months. With the credit crunch still in full swing, consumers are realising the cost saving benefits of frozen food."

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# BRITISH FROZEN FOOD FEDERATION

RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 7 SEPTEMBER 2008

Source: TNS Worldpanel



RETAIL CATEGORIES	Value (000's £)			Volume (000's Kgs)		
	52 w/e 09 Sept 07	52 w/e 07 Sept 08	% Gain/Loss	52 w/e 09 Sept 07	52 w/e 07 Sept 08	% Gain/Loss
Total Frozen Foods	4,584,742	4,814,949	5.0	1,968,547	1,990,116	1.1
Total Ice Cream	597,264	617,145	3.3	331,296	314,376	-5.1
Frozen Confectionary & Desserts	260,745	263,340	1.0	80,229	79,501	-0.9
Frozen Fish	626,051	689,363	10.1	115,244	123,913	7.5
Frozen Meat & Poultry	516,655	534,276	3.4	188,314	184,700	-1.9
Frozen Vegetables	359,294	389,196	8.3	281,044	281,929	0.3
Frozen Potato Products	481,876	502,215	4.2	432,560	451,607	4.4
Frozen Ready Meals	622,580	631,454	1.4	193,726	190,495	-1.7
Frozen Pizza	340,430	354,852	4.2	95,678	98,608	3.1
Frozen Savoury Food*	779,847	833,107	6.8	250,457	264,987	5.8

\*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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