FROZEN MARKET GROWTH STILL ACCELERATING

The latest data kindly supplied by Kantar Worldpanel for the 52 weeks ending 18th March 2012 shows the retail frozen food market is in robust rude health with the latest data showing the market valued at just under £5.4 billion and growing at 6.1% year on year.

Leading the way is the frozen meat and poultry sector, which shows a staggering 13.2% value growth driven by an 8.4% year on year volume growth. There is much evidence that consumers are switching to frozen meat and poultry from fresh as they try desperately to manage their diminishing household budgets. We have always known that frozen is the perfect answer and it seems that consumers are also getting the message.

Healthy year on year volume growth has also been seen with pizza at 2.6% year on year and savoury food which includes frozen bread, frozen stuffing, cooked poultry, meat products and processed poultry, which has grown by 2.9% year on year.

Other leading value growth sectors are frozen potato products at 9.9%, vegetables at 6.8% and ice cream at 5.4%.

It is pleasing to see every product sector within frozen showing value growth whilst volume growth continues to be a little on the patchy side.

The latest 12 week data from Kantar Worldpanel showing market share of total till rolls also encouraging from a frozen perspective as the fastest growing retailers are Aldi in the 12 weeks to 18th March 2012, they have grown by 28.5% whilst Iceland have grown by 10.2%. Bothe these leading retailers are very much over indexed on their frozen food categories and shows what a great opportunity this still is for the big four retailers to fully get behind the frozen category.

With consumers still struggling to manage household bills and their growing understanding of the benefits of the locked in goodness of frozen, the minimal waste and greater celebrity endorsement one can only envisage the frozen food market continuing to grow for some while yet.

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RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 18 MARCH 2012

	Value (000's £)			Volume (000's kgs)		
Retail Categories	52 w/e 20 Mar 11	52 w/e 18 Mar 12	YOY	52 w/e 20 Mar 11	52 w/e 18 Mar 12	YOY
Total Frozen Foods	5,072,445	5,383,184	6.1	2,011,028	2,025,576	0.7
Total Ice Cream	706,424	744,252	5.4	342,470	340,031	-0.7
Frozen Confectionary	263,123	265,655	1.0	76,459	72,651	-5.0
Frozen Fish	728,956	758,767	4.1	127,108	128,636	1.2
Frozen Meat & Poultry	503,415	569,771	13.2	151,894	164,701	8.4
Frozen Vegetables	413,767	441,894	6.8	293,742	296,230	0.8
Frozen Potato Products	535,914	588,845	9.9	467,243	464,409	-0.6
Frozen Ready Meals	651,113	671,464	3.1	180,608	176,947	-2.0
Frozen Pizza	382,244	404,071	5.7	105,914	108,656	2.6
Frozen Savoury Food*	887,489	938,465	5.7	265,590	273,315	2.9

*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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