



ACCELERATING GROWTH FOR FROZEN

The latest market data shows consistent year-on-year growth for the frozen food retail market, which is up by 5.2% in value.

Covering all product types, the category has performed well with individual categories such as meat, vegetables and pizza experiencing strong value and volume growth.

It has been a rough 12 months for the food industry and it is great to see frozen performing well. This can be explained by great investment in products and processes from manufacturers over the last year - giving consumers even more choice and better value than ever on quality products.

The biggest area of growth in volume has been in frozen meat and poultry, which is up by 5.5%. In times of economic uncertainty, traditional foods do well as consumers are comforted by familiar things. Choosing frozen meat and poultry allows consumers to make their favourite meals and foods at a much lower price point. The sector has increased in volume by almost 2% in just 12 weeks. Christmas could be the driving factor in this boom as people stock up on turkey and other festive meats. It's very reassuring to see that the category that has suffered decline in recent months has now picked up.

Other success stories from figures supplied by Kantar Worldpanel include frozen fish, which has seen a 4.7% increase in value and a 3.4% increase in volume on 2010. Celebrity endorsement and product innovation has helped to bolster the frozen fish sector. This growth should continue well into the summer months when fish is typically most popular.

Frozen vegetables are also in demand as consumers continue to understand that they offer high vitamin content and a 'fresher than fresh' taste." Strong volume growth shows sales have increased in this category by 2.8%.

Continuing to dominate the pre-prepared category, frozen pizza sales are up 3.6% on 2010 with a value increase of 4.9%. Manufacturers have really demonstrated that they understand the needs of consumers. A range of pizzas developed in-line with traditional take-away and restaurant alternatives has helped to grow this category.

British Frozen Food Federation

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RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 27 NOVEMBER 2011

Retail Categories	Value (000's £)			Volume (000's kgs)		
	52 w/e 28 Nov 10	52 w/e 27 Nov 11	YOY	52 w/e 28 Nov 10	52 w/e 27 Nov 11	YOY
Total Frozen Foods	5,097,156	5,360,140	5.2	2,013,947	2,047,685	1.7
Total Ice Cream	695,835	727,935	4.6	342,627	342,603	0.0
Frozen Confectionary	271,416	265,682	-2.1	79,031	74,276	-6.0
Frozen Fish	727,651	761,543	4.7	126,343	130,670	3.4
Frozen Meat & Poultry	548,206	586,944	7.1	160,536	169,358	5.5
Frozen Vegetables	410,966	437,601	6.5	290,517	298,587	2.8
Frozen Potato Products	535,256	577,852	8.0	472,572	473,204	0.1
Frozen Ready Meals	637,594	656,216	2.9	176,809	175,019	-1.0
Frozen Pizza	386,231	405,275	4.9	106,125	109,942	3.6
Frozen Savoury Food*	884,001	941,092	6.5	259,387	274,026	5.6

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

KANTAR WORLD PANEL

Source: Kantar Worldpanel
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