



ACCELERATING GROWTH FOR RETAIL FROZEN FOODS

The latest data kindly supplied by Kantar Worldpanel shows that the frozen food market is worth over £5.2 billion for the 52 weeks ending 12th June and is growing at 2.6% year on year. Most encouragingly, the volume growth has also shown a big increase to now 2.2% growth year on year.

Last quarter growth had begun at 1.0% after two quarters of flat numbers so it is encouraging that growth has sharply picked up.

Leading the growth in value is the Ice Cream sector at 6.5%, which enjoyed a fantastic early start to the season because of the unseasonably warm weather back in the spring, whilst frozen pizza continues to enjoy good value growth at 4.4% but even more spectacular volume growth at 6.3%.

It is good to see the frozen fish sector once again showing excellent growth rates with volume being up by a very impressive 5.3%.

Of the nine product sectors that Kantar Worldpanel tracks, eight are now in both value and volume growth year on year with even the much-maligned ready meals sector now enjoying 2.5% value growth and 1.2% volume growth.

As mentioned previously as the real pain of the public spending cuts bites, the pain of falling disposable incomes for families, the increased awareness of the amount of perfectly good food that people are throwing away and the growing recognition of the role that frozen has to play in helping families all suggests that the frozen food market is about to enjoy further good growth.



RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 12 JUNE 2011

Retail Categories	Value (000's £)			Volume (000's kgs)		
	52 w/e 13 Jun 10	52 w/e 12 Jun 11	YOY	52 w/e 13 Jun 10	52 w/e 12 Jun 11	YOY
Total Frozen Foods	5,099,735	5,231,840	2.6	2,001,429	2,044,517	2.2
Total Ice Cream	678,724	722,793	6.5	336,158	349,573	4.0
Frozen Confectionary	275,711	263,664	-4.4	80,919	75,593	-6.6
Frozen Fish	719,812	747,334	3.8	123,591	130,150	5.3
Frozen Meat & Poultry	558,375	558,884	0.1	163,109	164,116	0.6
Frozen Vegetables	413,676	416,194	0.6	289,556	293,949	1.5
Frozen Potato Products	536,676	549,290	2.4	469,428	472,440	0.6
Frozen Ready Meals	653,939	670,236	2.5	179,958	182,092	1.2
Frozen Pizza	378,245	394,890	4.4	102,354	108,800	6.3
Frozen Savoury Food*	884,577	908,555	2.7	256,357	267,805	4.5

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