



## RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 20 MARCH 2011

Retail Categories	Value (000's £)			Volume (000's kgs)		
	52 w/e 21 Mar 10	52 w/e 20 Mar 11	yoy	52 w/e 21 Mar 10	52 w/e 20 Mar 11	yoy
Total Frozen Foods	5105028	5158364	1.0	2000448	2029226	1.4
Total Ice Cream	664847	708679	6.6	333015	344589	3.5
Frozen Confectionary	276537	264713	-4.3	80706	76819	-4.8
Frozen Fish	720484	737059	2.3	123243	128657	4.4
Frozen Meat & Poultry	567924	547385	-3.6	167367	160752	-4.0
Frozen Vegetables	412988	412915	0.0	288879	292676	1.3
Frozen Potato Products	536277	539329	0.6	468034	472126	0.9
Frozen Ready Meals	655134	664788	1.5	180248	182202	1.1
Frozen Pizza	377431	392090	3.9	100350	108037	7.7
Frozen Savoury Food*	893406	891405	-0.2	258606	263369	1.8

\*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](mailto:chris.hayward@kantarworldpanel.com)