



Frozen Outpacing Retail Growth

SOURCE: KANTAR

The latest data supplied by Kantar Worldpanel for the 52 weeks to June 9th, 2013 reveals that the retail frozen food market is now worth more than £5.6 billion and is still growing by value at 3.5% and by volume at 1.7%.

KANTAR WORLD PANEL

WHILST EVERYONE EXPECTED the frozen food market to slow down rapidly as a result of the criminal activity in the processed meats industry, in fact, the total market is still growing in value by an impressive 3.5%. The growth of the frozen food market contrasts sharply with recent retailer performances: one leading retailer announced a decline in retail sales year on year, another leading retailer was recently praised for achieving less than 1% growth year on year.

The frozen vegetable sector continues to star with a very impressive 9.3% value growth;

volume growth is at an all time high achieving 6.6% year on year. Much of the excellent PR work done by the BFFF and other players in the market, including media coverage, continue to show that vegetables frozen within a few hours have incredible taste and flavour from locked in goodness and offer minimal waste. When it comes to veggies, it seems, consumers are getting the message.

Other notable performances came from the potato sector where value growth hit a very impressive 9.5% year on year; volume growth was also outstanding at 4.1% year on year

as the introduction of new products from companies such as McCain, Aunt Bessie's and Bannisters have helped drive this robust market.

However, ready meals have been the biggest casualty as a result of criminal activity in the food chain. This sector's annual value growth rate has declined from 6.2% in November 2012 to minus 2.3% in June 2013. The volume of ready meals is now in decline with the latest numbers showing a 1.5% reduction.

RETAIL FROZEN FOOD STATS YEAR ON YEAR GROWTH TO YEAR ENDED 9TH JUNE 2013

