



## Ready Meals Slows The Growth Of The Frozen Food Market

SOURCE: KANTAR

KANTAR WORLDPANEL

*The latest data kindly supplied by Kantar Worldpanel for the year to 15 September 2013 shows that the frozen food retail market is now worth just under £5.7 billion and grew by 3.1% in value year on year. During the same period volume grew by just under 1%, largely impacted by the slow down in the ready meal category with its volume falling by 4.7%.*

**THE IMPACT OF** the fabulous summer weather has at long last given the ice cream sector a real boost and the value of the market now stands at just under £825 million with annual growth of 5.8% in value and 0.8% in volume. Other sectors to grow very impressively include frozen potato products growing by 9.9% in value, frozen vegetables growing by 6.7% in value and frozen meat and poultry growing by 4.8% in value. All these sectors are growing significantly faster than the grocery retail market and all are enjoying healthy volume growth.

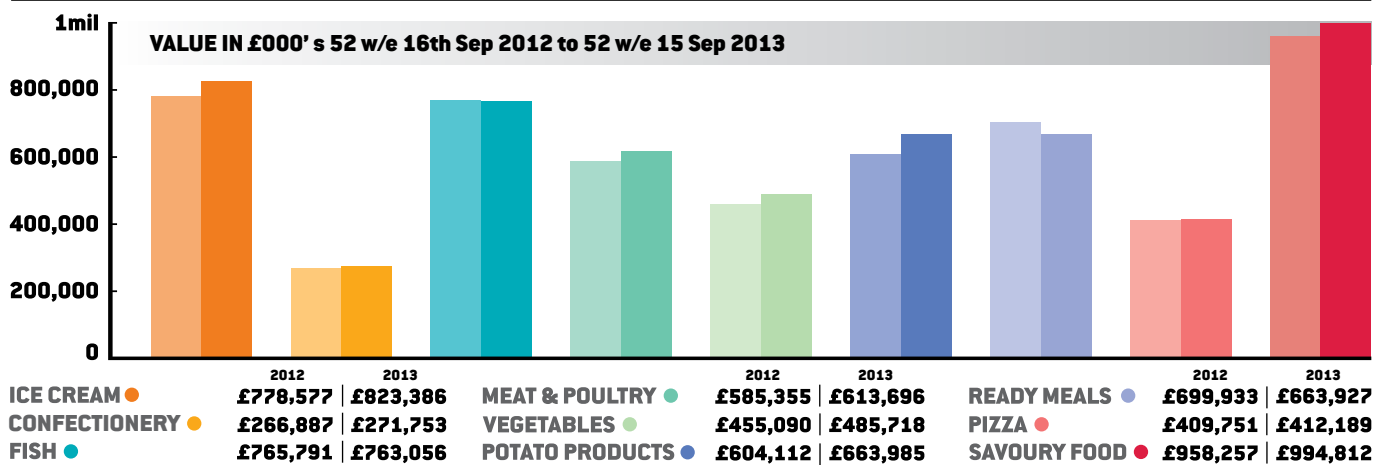
The total picture for frozen is being skewed somewhat by the continuing impacts of criminal activity in the ready meals market.

With the ready meals market now valued at £663 million, it has lost some £36 million in value year on year showing a decline of 5.1%.

Whilst many commentators are already talking about the green shoots of recovery, the simple truth is that as far as consumers are concerned wages are still growing much less quickly than prices so their disposable income continues to be challenged.

Frozen will continue to be the consumer's friend and whilst some growth has slowed as a result of the criminal activity within processed meat, one shouldn't lose sight of the fact that many categories are still enjoying very significant growth.

### RETAIL FROZEN FOOD STATS YEAR ON YEAR GROWTH TO YEAR ENDED SEPTEMBER 15, 2013



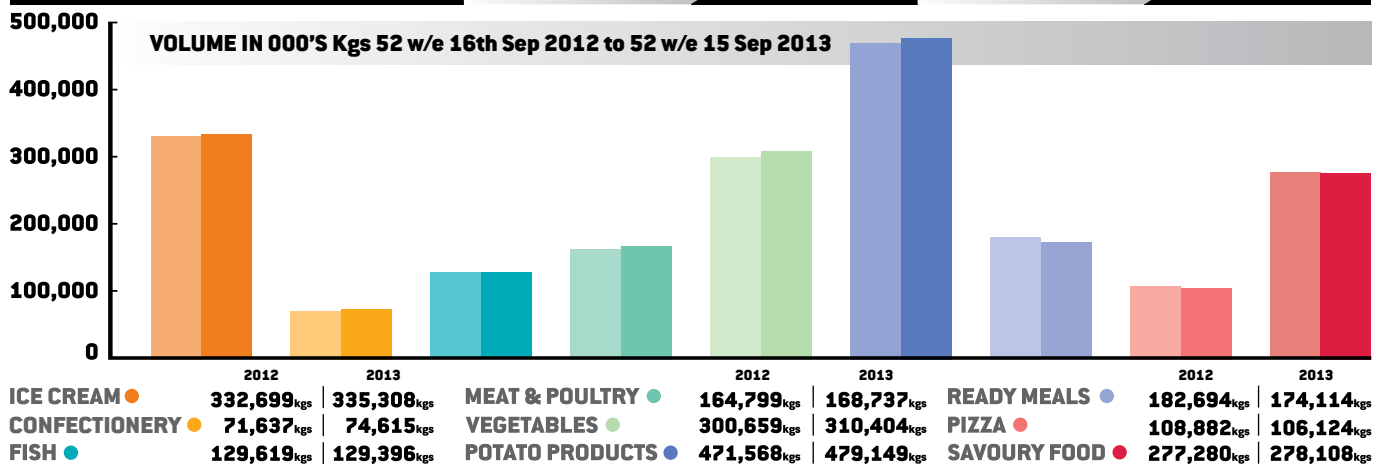
#### TOTAL FROZEN FOODS VALUE

2012

£5.52bn

2013

£5.69bn



#### TOTAL FROZEN FOODS VOLUME

2012

2.04bn kgs

2013

2.05bn kgs