



# Retail Growth Slowing Down

SOURCE: KANTAR

KANTAR WORLD PANEL

The latest data kindly supplied by Kantar Worldpanel for the year ending 14 September shows that the frozen food market is now worth just under £5.8 billion and has grown year on year by 1.6% in value. The volume number is virtually static for the same period.

**THREE AREAS ARE** growing quite nicely - savoury food, potato products and ice cream, with respectively those markets growing at 4.9%, 4.1% and 3.8% on a year on year basis. As far as volume is concerned the savoury sector leads the way with a 2.9% growth whilst frozen ready meals has shown a 1.6% volume growth year on year. Retailers continue to find market conditions very demanding and few are able to deliver any

growth at all excepting the discounters, who are still going like a train, and the premium end of the market with Waitrose and Marks & Spencer still performing well. Inflation is falling but wage increases have not yet reached the level of cost increases resulting in disposable income still being less than it was a year ago. The economy is obviously beginning to grow and that is most encouraging but in terms of more money

in more people's pockets that isn't feeding through as far as retail is concerned. Given the current retail and economic conditions of market growth a 1.6% in value for frozen is a creditable performance and is likely to be the benchmark for a little while yet.

## RETAIL FROZEN FOOD STATS YEAR ON YEAR GROWTH TO 14 SEPTEMBER 2014

