

# Frozen Continues To Grow In Retail

SOURCE: KANTAR

KANTAR WORLD PANEL

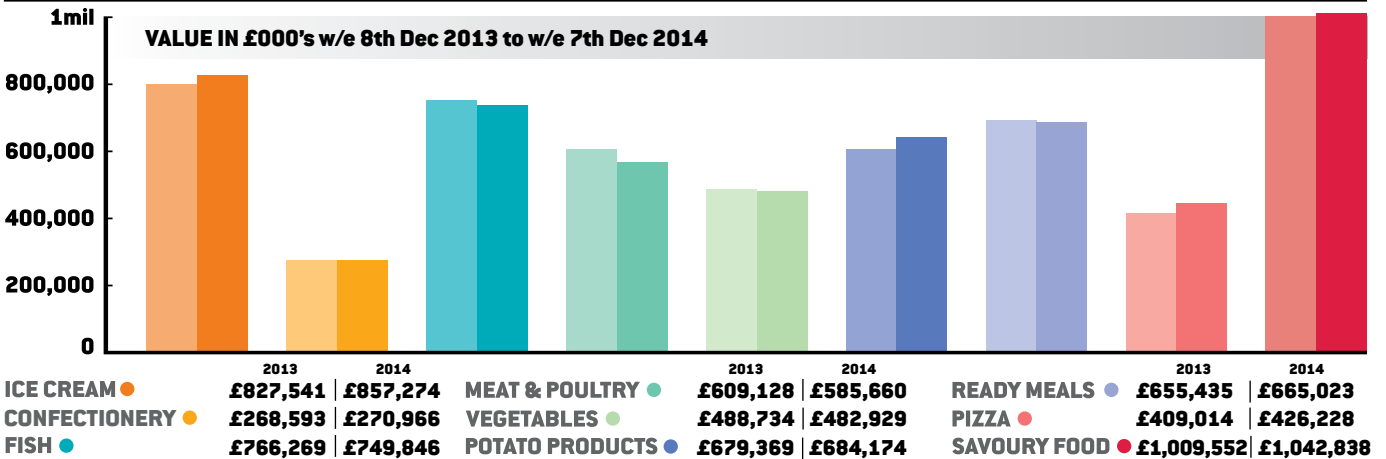
2014 proves to be a good year for frozen savouries, potato products and ice cream.

**KANTAR WORLD PANEL'S LATEST** data for the 52 weeks to 7th December 2014 show that the frozen food market is now worth £5.8 billion and year on year is growing by 0.9% in value whilst volume is down by 0.3%. The retail market itself is showing most of the major supermarkets declining in total grocery sales whilst the discounters and the premium end show healthy growth. Amongst the categories that had a good 2014, the leading category is frozen savoury up by 4.9%. Frozen potato products also grew an impressive 4.1% and ice cream, because of a much better summer, grew by a strong 3.8%

year on year. Generally most volumes were flat or slightly behind 2013, but we have seen good growth from frozen savoury products at +2.9% and ready meals are continuing to recover some of their lost ground and grew by 1.6%. The retail environment is going through some fundamental changes at present and clearly the frozen sector is not immune to what's happening. However strong growth is still being experienced within the discounters and at the premium end, and particularly within the discounters frozen trades really well. The prospects for 2015 are implicitly linked with consumer confidence as we start the run up

to a general election. Previous experience has shown that consumers regain some confidence as politicians promise them the earth and then once the electioneering has finished reality bites home and consumer confidence begins to wane. This year's election may be different, however, as the UK economy continues to grow ahead of other European economies and it may be that the trends that we've seen recently – the foodservice sector growing quite strongly whilst the retail sector shows limited growth – may become the pattern for the next few years.

## RETAIL FROZEN FOOD STATS YEAR ON YEAR GROWTH TO 7 DECEMBER 2014



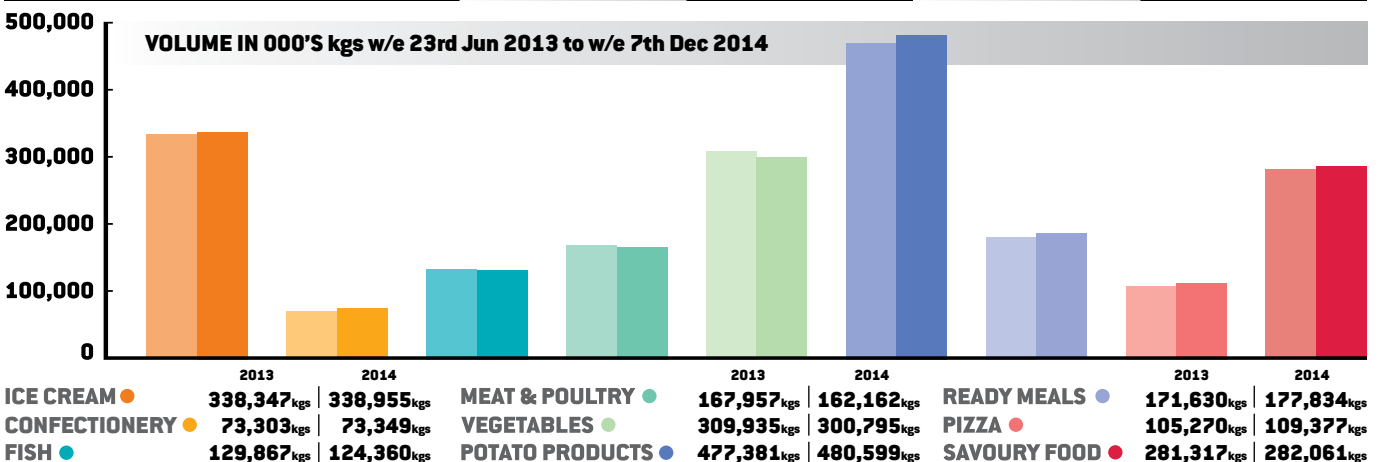
### TOTAL FROZEN FOODS VALUE

2013

£5.71bn

2014

£5.76bn



### TOTAL FROZEN FOODS VOLUME

2013

2.05bn kgs

2014

2.05bn kgs