



Convenience Continues To Drive Frozen Food Sales

SOURCE: KANTAR WORLDPANEL

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FROZEN FOOD ENJOYED another successful year in 2015 according to latest statistics from Kantar Worldpanel. The data covers the 52 weeks ending December 6, 2015 and shows that the total retail frozen food market is now worth £5.73bn.

Frozen confectionery and ready meals were two of the industry's best performers in the retail aisles last year. The figures highlight solid growth in these categories, with an increase of 6.4% and 2.1% year-on-year (yoy) respectively. Another strong performing category was frozen pizza, which also saw a value increase of 1.8% yoy. The three categories leading the way for the frozen food retail sector highlights the

on-going trend of consumers seeking convenient, easy-to-cook, great-tasting food and has also helped maintain frozen food's overall retail value.

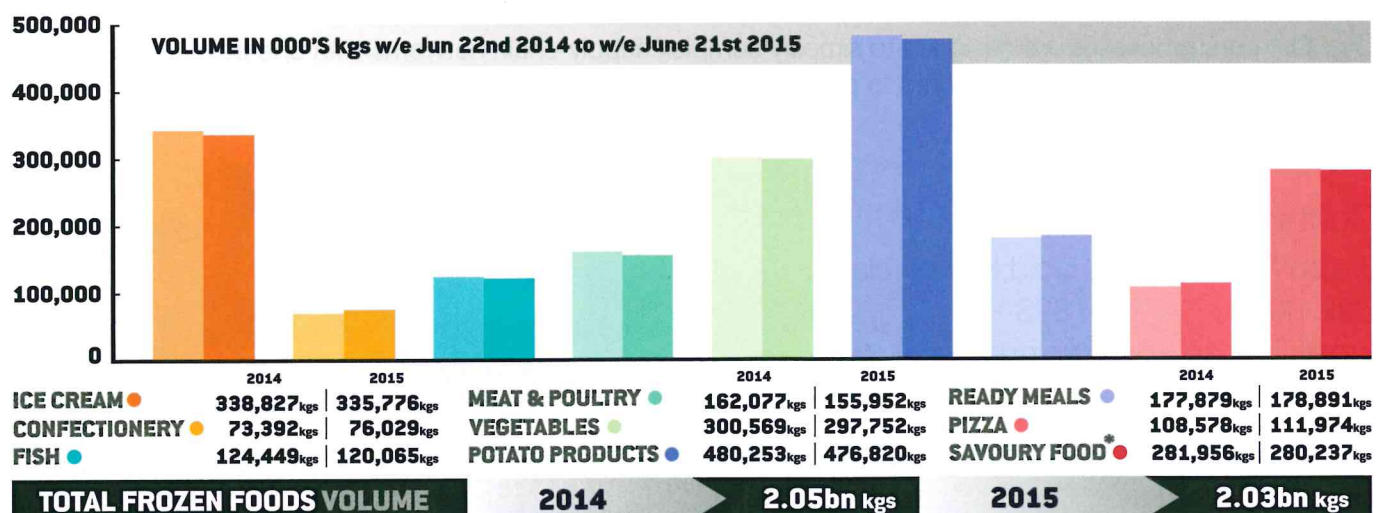
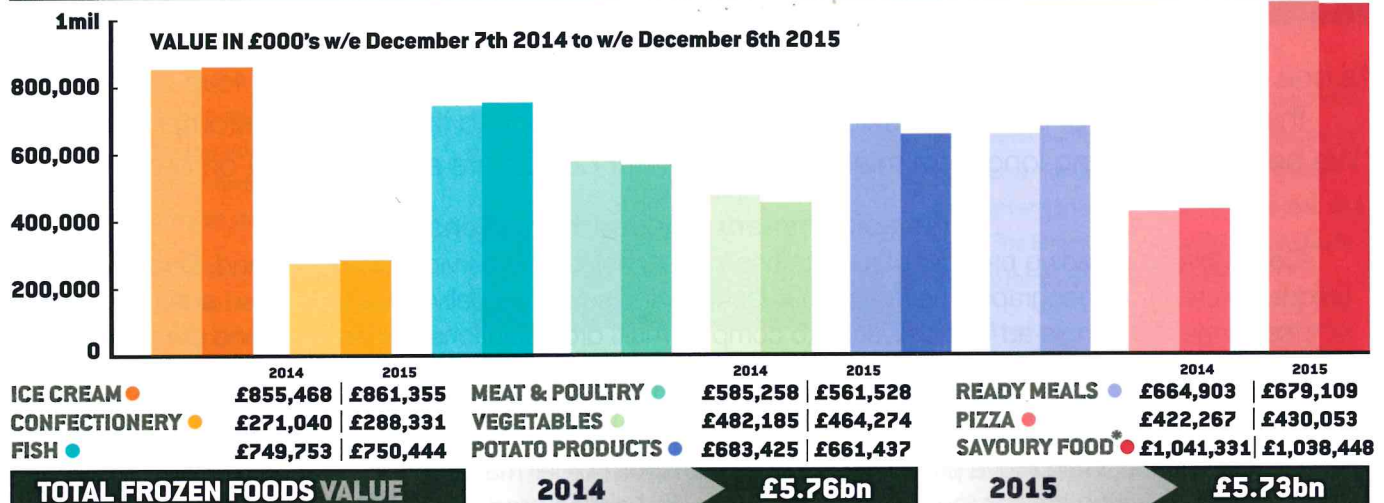
The data highlights the considerable opportunity for frozen food producers and manufacturers to capitalise on the growing number of consumers looking for convenience food by creating more innovative frozen food products.

The UK's frozen food market is steadily growing as consumers continue to demand convenient, high quality food. With time becoming more of a precious commodity, consumers are increasingly looking for ingredients and meal ideas that offer

nutritious, great value, time-saving options. The ever expanding range of high quality frozen food products – from frozen risottos, herbs and vegetables to rice, baked potatoes, artisan breads and patisserie – enables consumers to save time in the kitchen, while still providing great tasting, nutritional food.

Looking forward, it is imperative that frozen food producers, manufacturers and brands ensure that the benefits of their products are showcased to consumers. Convenience is a trend which shows no signs of going away, and by producing innovative frozen food products which tap into this, the frozen food industry could reap significant rewards.

RETAIL FROZEN FOOD STATS YEAR ON YEAR GROWTH TO DECEMBER 6 2015



*Savoury Food includes Frozen Bread, Frozen stuffing Cooked poultry, Meat Products, Processed Poultry, Savoury Bakery, vegetarian products and Other Frozen Foods