

FACTS & FIGURES

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Minor Dip for Frozen

The latest data supplied by Kantar Worldpanel for the 52 weeks ending 27 March 2016 shows the retail market is now worth £5.72 billion and has lost 0.6% in value year on year, whilst volume is down by 0.7%.

This is hardly surprising with a retail market that struggled to find any growth over the last 52 weeks and consumer confidence still not fully restored in the economy.

Some parts of the frozen food sector are doing remarkably well, with frozen desserts and confectionery leading the way showing a truly impressive 6.1% year on year growth in value and a 2.0% growth in volume.

This sector tends to be in line with the economic cycle and as consumers have a little

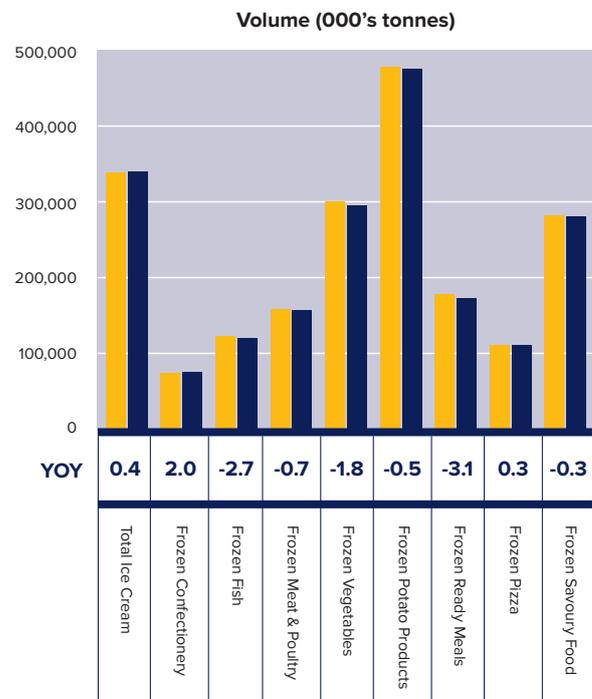
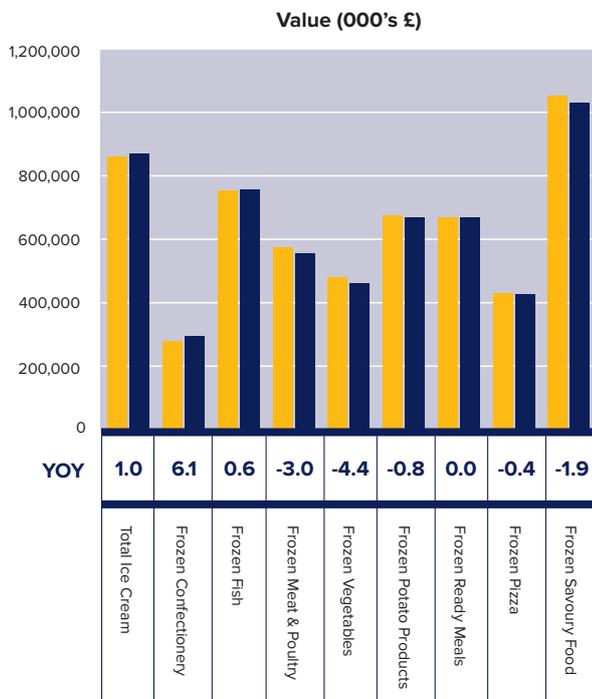
bit more disposable income, they are more inclined to have a dessert than when money is tighter.

We've also seen value increases in both the ice cream sector and frozen fish, whilst ready meals remain flat.

The pace of growth within the discount sector is still truly remarkably, while amongst the major supermarkets growth has been restored in both Sainsbury's and to a lesser extent in Tesco, whilst the others are at best flat.

Markets are particularly hard to predict currently with many influenced by uncertainty around Brexit, Scottish and local elections and headline news concerning potential job losses within the steel industry.

The summer will see many of those particular issues resolved one way or the other and it may not be until the early part of 2017 that we get a much better idea of what the prospects for the economy truly are and consequently how that might impact upon the frozen food market.



■ 52 w/e 29 Mar 15

■ 52 w/e 27 Mar 16

Source: Kantar Worldpanel

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