

# FACTS & FIGURES

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## Summer weather drives frozen sweets

Retail sales in frozen confectionery and ice cream have benefitted from the peaks of high temperature over the summer months, with impressive value growth of **9.4%** and **2.5%**, respectively, year-on-year (yoy) for the 52 weeks ending 11th September 2016.

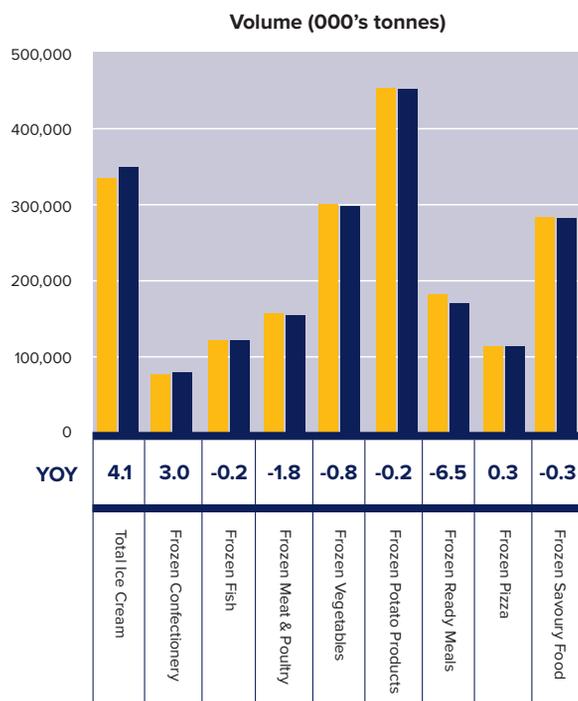
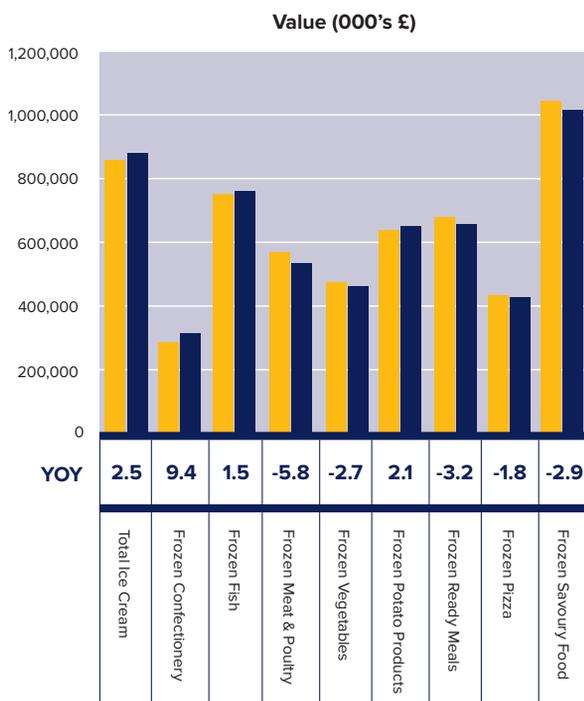
The latest data supplied by Kantar Worldpanel also shows that frozen confectionery grew in volume by 4.1%, with total ice cream growing in volume by 3%.

There is no doubt that the recent heatwaves over summer have driven consumers to the frozen aisle for a cooling treat. The figures are very impressive and also they reflect the

hard work put in by the industry to produce the wide range of innovative, great-tasting products now on offer.

Frozen potato products and frozen fish have also seen a rise in value sales of 2.1% and 1.5%, suggesting that consumers are now seeking out higher value, premium products as more NPD becomes available.

The figures suggest that frozen food, as a whole, is able to react to the varied needs of consumers, such as the recent unexpected weather. As we head into the festive season, the benefits of frozen food will help drive sales as consumers seek out products that can offer peace of mind at this hectic time by reducing preparation and cooking time, while also offering fantastic quality.



■ 52 w/e 13 Sep 15  
■ 52 w/e 11 Sep 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.