

# FACTS & FIGURES

## FROZEN FOOD RETAIL GROWTH ACCELERATES TO +4.1% YOY

Statistics from Kantar World Panel for the 52 weeks ending 3 December show that UK retail frozen food category sales were £6.32bn, with an impressive +4.1% sales value year-on-year (YOY). Frozen category sales outperformed both chilled and ambient in 2018.

The fastest growing categories in sales value YOY were; ice cream (+12.9%), followed by pizza (+5.9%), frozen fish (+4.3%) and potato products (+3.4%).

“The category continues to benefit from brilliant innovation and NPD and the consumer trend of premiumization, which shows the exciting future growth potential of the £10bn total industry sales,” said John Hyman, chief executive of the British Frozen Food Federation.

He added, “We have continued to communicate the benefits of frozen to consumers, recently with our new marketing campaign ‘Fresh from the Freezer’. For the consumer side of the campaign, we created six videos, showcasing premium, time-saving and cost-effective ingredients which can be found in the frozen aisle.

“Each video is centred around a specific meal occasion and highlights the surprising and delicious meals that can be made ‘Fresh from the Freezer’ - smashing the myth that frozen is inferior in quality and appeal to fresh.”

“Consumers are much more aware of the benefits of frozen including convenience, health benefits and waste reduction, all at a fraction of the price of chilled and ambient. Premium products are becoming more frequent in the freezer aisle to duplicate restaurant quality food in the comfort of your own home. This has undoubtedly contributed to the continued success we are seeing across the industry.”

