

FACTS & FIGURES

FROZEN FOOD RETAIL SEES VALUE GROWTH ACROSS ALL CATEGORIES

The retail frozen food sector has got off to an impressive start to 2018, with first quarter results showing value growth across every category, with total market value growth staying strong at 6.6%

Statistics from Kantar Worldpanel for the 52 weeks ending 25 March, show that volume increased 2.4% creating an additional £95 million worth of value for the sector.

Category leaders include savoury food* which has seen growth accelerate to 10.2% followed by ice cream at 8.4% and frozen fish at 8.3%, both of which have emerged as market leaders in recent months through a combination of innovation in NPD and focus on premium. Pizza has seen impressive volume growth of 8.3% compared to this time last year, with volumes up 5.1%.

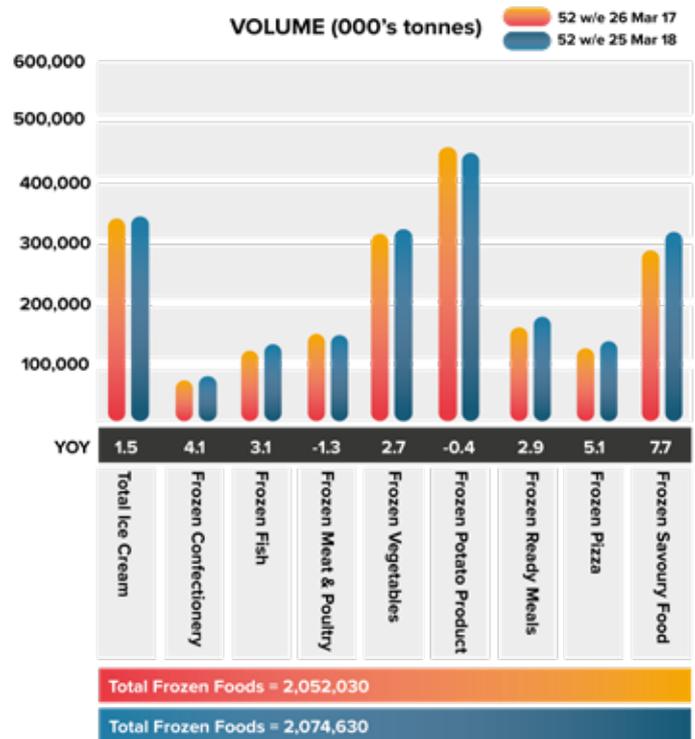
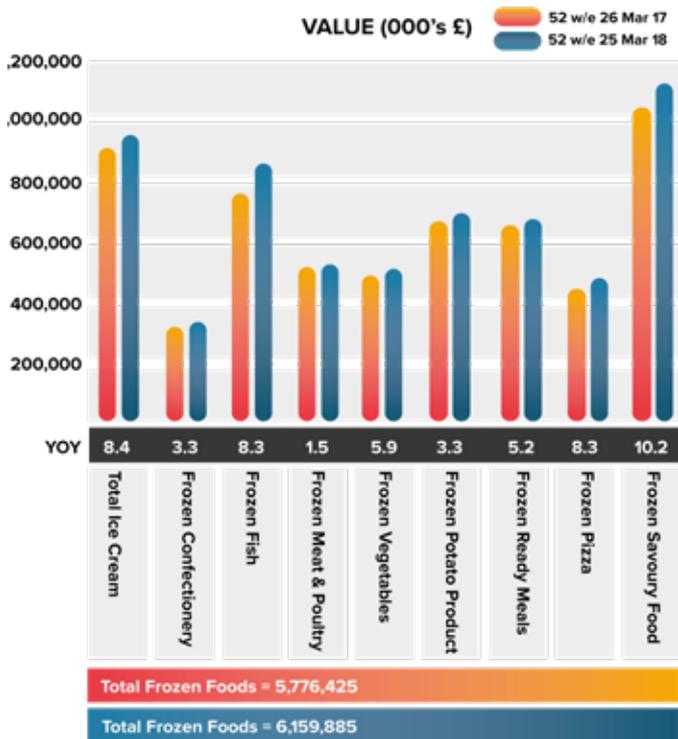
Savoury food was also the leader in volume growth, up 7.7% with pizza and frozen confectionery following with 5.1% and 4.1% volume growth respectively.

"It's really positive to see every single category across the frozen retail market in value growth," said John Hyman, chief executive of the British Frozen Food Federation. "Across the entire sector, manufacturers and

producers have put strong investment in developing their ranges of high quality products to meet consumer trends and demand for easy-to-prepare gourmet dishes. It's great to see classic frozen categories such as pizza and ice cream experiencing a boom in value and volume as ranges are being enhanced with high quality, innovative and on-trend products that allow consumers to experience restaurant standard food in the comfort of their own homes."

"Following my announcement at this year's BFFF Annual Business Conference of the industry's ambition to reach £10bn in sales across both retail and foodservice this is a promising start, with a growth of £95M in Q1 taking the sector to £6.1bn."

For more information on the frozen food retail market visit British Frozen Food Federation at www.bfff.co.uk.



Source: Kantar Worldpanel

*Savoury food includes frozen bread, frozen stuffing, cooked poultry, meat products, processed poultry, savoury bakery, vegetarian products and other frozen foods.