

FACTS & FIGURES

Frozen Food Retail Market Growth Accelerates To +3.0% YOY

The latest frozen food retail statistics have shown that frozen food continues to excel with value growth across almost every category in the 52 weeks to 18th June 2017.

The latest statistics, provided by Kantar Worldpanel, value the retail frozen food market as a whole at over £5.8bn having seen an impressive 3% value growth year on year, outperforming growth in the big four retailers which saw sales increases of between 1% and 2.3%.

Yet again, ice cream and confectionary categories are driving growth with a combined increase in value of over half a million pounds year on year (yoy). These two categories (which include on-trend frozen fruit) saw 5% and 8.7% volume growth respectively (yoy). Together, they represent 22% of the value of the total frozen food retail market.

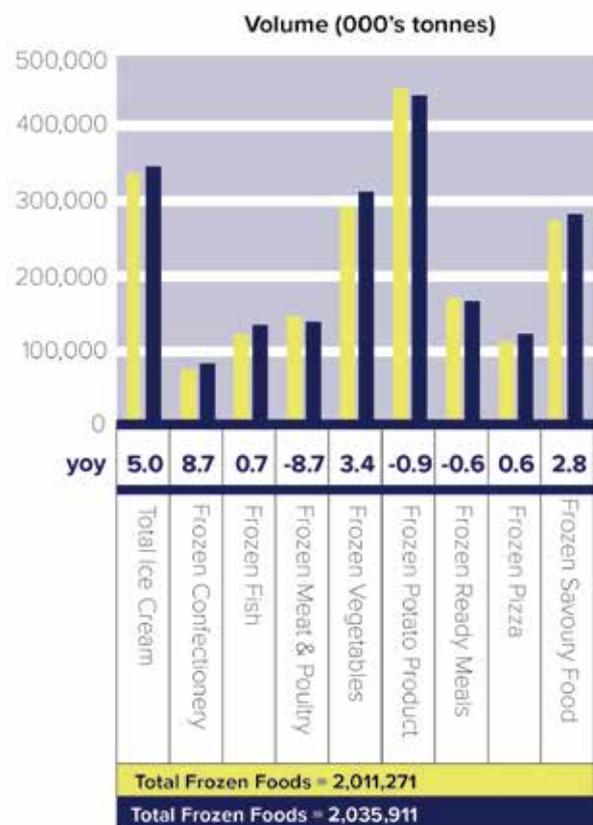
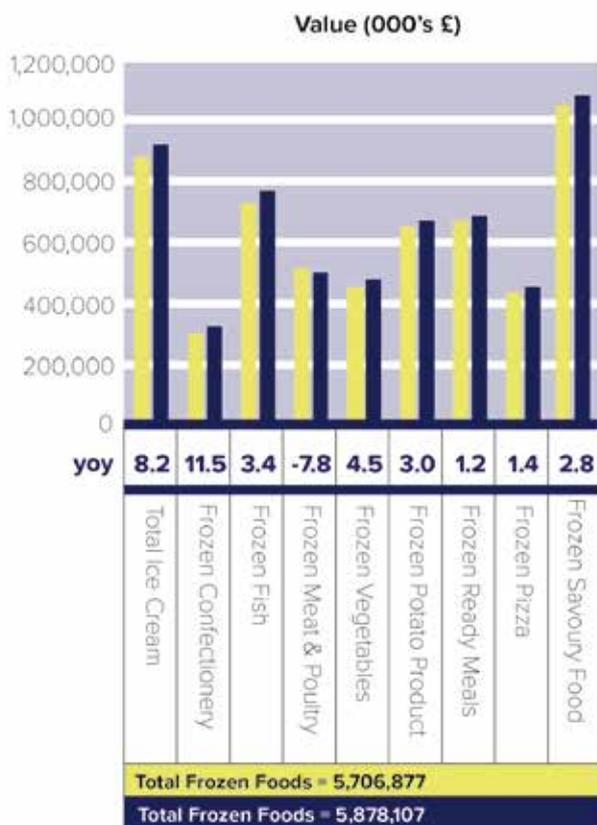
Another category performing well is frozen vegetables which saw a 4.5% value and 3.4% volume growth year on year. This category includes notable hero products such as sweet potato and diced onions which tap in to the growing consumer trend for convenient nutrition and easy meal-prep.

John Hyman, chief executive of British Frozen Food Federation said: "This quarter's results are particularly encouraging with almost across the board value growth and exceptional volume growth in many categories.

"What we're seeing is testament to the fact that frozen food, particularly frozen fruits and vegetable ingredients, is ideally placed to tap

into the trends underpinning consumer eating habits.

"More and more people are jumping on the meal-prep trend and frozen makes it even easier to access convenient yet nutritious food as well as the occasional sweet treat which is seeing sales rise."



52 w/e 19 Jun 16
52 w/e 18 Jun 16

Source: Kantar Worldpanel
*Savoury food includes frozen bread, frozen stuffing, cooked poultry, meat products, processed poultry, savoury bakery, vegetarian products and other frozen food