

# FACTS & FIGURES

## Soaring temperatures and premiumisation give frozen a boost

Warm weather and changing dietary trends are driving frozen food sales, according to the latest Kantar Worldpanel figures (52 weeks to 24th March 2019).

The statistics show continued growth across almost every category and total sales of frozen foods up 2.5% YOY, with the ice cream category experiencing impressive increases in terms of both value and volume.

Ice-cream sales were up a massive 13.6% on the previous year. Hardly surprising given that 2018 was the joint hottest summer on record for the UK as a whole and the hottest ever for England.

Another star performer was frozen pizzas, which saw a 4.1% increase in sales and 5% increase in volume.

The frozen meat and poultry category saw a fall of 6.7% in value, reflecting broader food trends towards vegan and vegetarian diets. This may also account for the improved performance of frozen vegetables (up in volume by almost a percentage point).

Richard Harrow, chief executive of the British Frozen Food Federation, said: "Frozen is the only food sector to demonstrate continuing long-term growth. Thanks to last year's heatwave, as well as premiumisation in the category, ice cream performed extraordinarily well, but other categories can also capitalise on the rising temperatures.

"We have already experienced a spell of hot weather this year. As summer approaches, brands need to focus on the al fresco eating and barbecue appeal of their products."

In addition to predictions of another hot summer, increasing environmental awareness among consumers will affect shopping habits going forward.

Not only is the issue of food waste becoming of greater importance to shoppers, but environmental concern is one of the reasons people give for adopting vegan and vegetarian diets. These factors present great opportunities for the sector.

Richard says: "Freezing food is the best way to preserve it, locking in nutrients and minimising household food waste. Regardless of what diet consumers choose to adopt, they can find convenient, high-quality food in the frozen aisle, including vegetables and plant-based proteins.

"Innovative and responsive NPD is leading to improved offerings across all categories. This, combined with ongoing awareness-raising about the benefits of frozen, will continue to drive success."

