

# FACTS & FIGURES

## Sales of frozen treats on ice after unpredictable summer

**Frozen pizzas have enjoyed a surge in sales, but the erratic summer weather seems to have taken its toll on the ice-cream category, judging by the latest Kantar figures (52 weeks to 8th September 2019).**

The latest Kantar statistics show mixed fortunes across all frozen categories, but the sector as a whole has experienced total growth of 0.5%. This could largely be attributed to the impressive performance of the pizza category, which is up 7% in value and 9% in volume.

Interestingly, this mirrors the success of the snacking category, which has experienced double-digit growth (up 11.7% YOY, Nielsen, March 2019).

The fact this market has moved away from single packets of crisps to favour sharing bags, may be an indication that consumers enjoying a night in are opting for easily-sharable meals like pizzas.

Conversely, frozen confectionery saw sales fall by 5.2% and volume drop by 2.8% - perhaps a reflection of an increasingly health-conscious consumer. Ice-cream also failed to repeat the success reported in the last edition of The Bulletin. The previous rise of 8.8% in value has now taken a hit, with sales down 0.2%.

But as the meat-free market continues to grow, it is the frozen meat and poultry category which saw the biggest decline, experiencing a 9.3% drop in value and

12% decline in volume. Meanwhile, and following a glowing public endorsement of frozen from Jamie Oliver on his 'Meat Free Meals' programme, frozen vegetables are up in volume by 1.4%.

Richard Harrow, chief executive of the British Frozen Food Federation, said: "It's great to see celebrity chefs speaking out in favour of frozen. Jamie Oliver has echoed our message that frozen is nature's pause button, offering high-quality food at great value.

"Despite disappointing results in some categories, the frozen sector as a whole continues to demonstrate growth, up half a percentage point in sales.

"Convenience and value will always be important factors in shopper decision-making, but in the future they will be increasingly concerned with making healthy and environmentally-conscious choices.

"The ongoing development of meat-free frozen options is a great example of how our sector can capitalise on future trends to ensure continued growth. Ours has always been an industry at the cutting edge of NPD and new technologies, and I have every confidence we can meet the challenges ahead."

