



## **NEW YEAR SALES BOOST FOR FROZEN FOODS**

Retail frozen foods have made a great start to 2007 with a value increase of 0.6% for January (TNS figures, year on year). For some time now, BFFF has been emphasising that the overall retail market for frozen foods has stabilised throughout 2006, recovering from poor performances in both 2004 and 2005. It is now very gratifying to see value growth in a market which has suffered from deflationary pressures brought about by the multiples price wars and frozen foods previously being used as a major promotional weapon with too much deep discounting and too many BOGOFs. The modest increase is not surprising to BFFF, as we have seen and applauded excellent new ranges of frozen foods from all of the major multiples and the remarkable resurgence of Iceland under its new management. New ranges of Tesco "Finest", Sainsbury's "Taste the Difference", alongside great new initiatives from Waitrose, Morrisons and Asda are beginning to show positive proof that it is feasible to attract more aspirational shoppers back to the freezer cabinets, although we must all appreciate that this will not be achieved overnight and patience with new ranges, either branded or own label, will need to be applied to give the new initiatives chance to actually increase per capita consumption again. We will also have, moving further into 2007, the new initiatives from businesses such as Findus, Youngs and Tryton Foods having a positive effect on the market and we shall undoubtedly see a resurgence of the iconic Birds Eye brand under its new ownership and Martin Glenn's leadership. It is great to be going into the IFE exhibition with such a positive start for retail frozen foods into 2007.

BFFF

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# BRITISH FROZEN FOOD FEDERATION

## RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 29 JANUARY 2007

Source: TNS Worldpanel



Value (£000's)

Volume (tonnes)

RETAIL CATEGORIES	52 w/e 29 Jan 06	52 w/e 28 Jan 07	% Gain/Loss	52 w/e 29 Jan 06	52 w/e 28 Jan 07	% Gain/Loss
<b>Total Frozen Foods</b>	4,436,403	4,464,442	0.6%	1,968,541	1,959,342	-0.5%
<b>Total Ice Cream</b>	578,311	609,341	5.4%	329,481	343,710	4.3%
<b>Frozen Confectionery &amp; Desserts</b>	240,108	252,646	5.2%	71,048	78,041	9.8%
<b>Frozen Fish</b>	561,375	588,834	4.9%	110,678	110,945	0.2%
<b>Frozen Meat and Poultry</b>	504,577	483,419	-4.2%	193,809	183,040	-5.6%
<b>Frozen Vegetables</b>	344,034	345,190	0.3%	278,921	273,121	-2.1%
<b>Frozen Potato Products</b>	434,340	450,949	3.8%	445,351	434,486	-2.4%
<b>Frozen Ready Meals</b>	668,433	636,239	-4.8%	202,051	196,177	-2.9%
<b>Frozen Pizzas</b>	324,134	328,043	1.2%	89,988	91,219	1.4%
<b>Frozen Savoury Food*</b>	781,091	769,781	-1.4%	247,214	248,603	0.6%

\*Savoury Food includes Frozen Bread, Frozen Stuffing Cooked Poultry, Meat Products, Processed Poultry, Savoury Bakery, Vegetarian Products and Other Frozen Foods



Source: TNS Worldpanel  
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