

## Prepared Meals - UK - June 2012

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"The prepared meals sector faces a number of negative health preconceptions, limiting its growth potential. Despite high levels of innovation in the market in terms of recipe reformulation to remove/reduce levels of salt/fat/additives and the launch of new 'healthier' products; the majority of consumers remain sceptical about the nutritional content of prepared meals."

**– Kiti Soininen, Head of UK Food, Drink & Foodservice Research**

### In this report we answer the key questions:

- How can the prepared meals, pies and pasties market expand its user base among over-65s?
- How can pies and pasties respond effectively to health trends?
- How can the prepared meals market leverage the dine-at-home trend to its full advantage?
- How can retailers and brands tackle negative health preconceptions surrounding prepared meals?

Prepared meals include meals where all the preparation has been done by the manufacturer and the meal just requires heating or cooking by conventional or microwave oven, crock pot, wok, etc. This includes:

- Chilled and frozen ready meals, including complete and part meals, and meal centres.
- Ready-to-cook foods, which are further-prepared/flavoured chilled foods specifically positioned on a platform of needing no further preparation on the part of the consumer other than opening the packet and cooking the product according to the on-pack instructions.
- 'Pies' that have no pastry content (for example, fish pie, shepherd's pie) and, therefore, do not conform to Mintel's definition of a pie, are included as ready meals in this report.

Also included are:

- Pies and pasties sold through retail channels.
- Meal kits are not included in the market size, but are referred to in other sections of the report. These are products which require assembly and/or the addition of ingredients to create a complete meal, such as fajita kits which include tortillas, salsa and spice mix, but require the addition of vegetables and/or meat/chicken.

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