

Pies and Pasties - UK - July 2010

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What is this report about?

The market for pies and pasties is estimated to be worth £962 million in 2010, which is a reflection of the continuous growth (+2.3%) in the market compared to 2009. Sales promotions have played an important role in driving value sales increases, but manufacturers have faced rising ingredients costs which have added to the value sales increases.

Pies and pasties have benefited from consumers looking for traditional and value-for-money meal solutions in the recession, especially given that many consumers are facing increasing pressures on their finances. Pies and pasties offer consumers a filling alternative to other convenience foods, such as ready meals and pizza.

What have we found out?

- As a good value and filling meal option, the pies & pasties category has performed well during the recession with value sales climbing by 5.2% between 2007 and 2009 to reach an estimated £941m in 2009
- An opportunity exists to grow the market by increasing frequency of consumption among the 43% of 34 million consumers of pies and pasties who are eating them once a month or less
- With tightening budgets and relatively less disposable income, 71% of consumers agree that pies and pasties make a cheap and filling meal
- Competition from other convenience foods, such as pizzas, ready meals and ready-to-cook foods, should force more manufacturers of pies and pasties to focus on finding new points of differentiation by promoting the provenance of their ranges, as well as the quality of ingredients they use
- Just over 16m consumers prefer branded pies and pasties, yet 10m agree that own label varieties taste no different from the branded options
- Consumers are 'creatures of habit' when it comes to buying pies and pasties - only two fifths are adventurous enough to be trying out different flavoured pies and pasties

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