

# Complete Canned Meals and Meats - UK - March 2010

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## What is this report about?

This report assesses the performance of the canned meals and meats market since the last report in March 2008. Since then, the market has faced several challenges, not least rising food price inflation as well as the increase in the price of tin.

## What have we found out?

- Value sales of canned meals and meats increased by 14.8% between 2007 and 2009 to reach an estimated £770 million in 2009.
- Canned foods have faced competition for other convenience foods, like chilled and frozen ready meals, as well as the ever-expanding market for meal kits. The often unfavourable perception of canned foods has not changed despite consumers facing more financial pressures.
- With tightening budgets and relatively less disposable income, almost 14m consumers buy canned meals/meats because they make a cheap meal.
- Almost 13m consumers buy branded canned meals/meat, yet 8m feel there is no difference in taste between own label and branded product.
- Baked beans have continued to outperform canned pasta, meat and poultry in the canned food category. Their growth has been supported by continuous NPD from manufacturers like Heinz.
- Manufacturers of canned meals and meats should better communicate the nutritional credentials of their product ranges as 5m would be eat more of them if they were better informed of their nutritional value.

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