

Meal Accompaniments Review - UK - February 2015

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"There remains plenty of scope to build the penetration and usage frequency of ancient grains, for example by communicating their versatility, convenience and value for money. Their health credentials in particular are a key angle that operators can leverage given the current low levels of awareness of the nutritional benefits many of these offer over rice."

– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Providing more meal planning guidance and recipe ideation can help brands to build engagement among the younger generation
- There is scope to drive usage of ancient grains through education
- Marketing messages can help to position side dishes as a key means to boost meals in terms of excitement, health and fillingness

Eating side dishes is almost universal, with vegetables, salads and non-processed potatoes the most frequently used products. Reflecting this is that vegetables (including potatoes) account for the vast majority of spend within the meal accompaniments market. As such, the performance of the market is heavily steered by that of vegetables.

The value of the market has grown consistently over 2009-13, mainly owing to price inflation. 2014 saw sales dip for the first time in the five-year period, with an annual decline of 2%. This mainly stemmed from a fall in average prices within the vegetable segment, owing to favourable growing conditions and the supermarkets' price wars.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Definitions
Excluded
Abbreviations

Executive Summary

The market

Figure 1: UK retail value sales of meal accompaniments, 2009-19

Market factors

Prices fall owing to higher crop yields and price wars
Demand for both healthier and convenience-led options should grow
The rise in consumer spending set to affect choice of side dish
Companies, brands and innovation

Own-label dominates pasta while Uncle Ben keeps its lead in rice

Figure 2: Brand sales and shares in UK retail sales of pasta, by value, 2013/14*

A decline in the number of launches

Continual growth in adspend over 2011-14

The consumer

Vegetables are the number one choice

Figure 3: Frequency of usage of meal accompaniments, by type, November 2014

Going well with the main dish has most influence over choice of side

Figure 4: Factors which make people choose one side dish over another, November 2014

Processed potato products and bread win in terms of taste perceptions

Figure 5: Correspondence analysis of qualities associated with side dishes, November 2014

Over-45s most likely to deem side dishes to add interest to a meal

Figure 6: Attitudes towards side dishes, November 2014

Rice buying habits are ingrained

Figure 7: Attitudes towards buying pasta, rice, noodles and other grains, November 2014

Opportunities to boost usage of ancient grains

Figure 8: Attitudes towards eating pasta, rice, noodles and other grains, November 2014

What we think

Issues and Insights

Providing more meal planning guidance and recipe ideation can help brands to build engagement among the younger generation

The facts

The implications

There is scope to drive usage of ancient grains through education

The facts

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The implications

Marketing messages can help to position side dishes as a key means to boost meals in terms of excitement, health and fillingness

The facts

The implications

Trend Application

Trend: Help Me Help Myself

Trend: Fauxthenticity

Trend: Sense of the Intense

Market Drivers

Britain's love affair with foreign food

Budgets remain squeezed but consumer spending is gathering momentum

Favourable growing conditions see vegetable prices drop in 2014

2014/15 wheat harvest forecast to be good

The ageing population creates growing opportunities for healthy options

Long-term demand for convenience-led products could grow

Strengths and Weaknesses

Strengths

Weaknesses

Who's Innovating?

Key points

A decline in the number of launches

Figure 9: Product launches of selected side dishes* as share of total new products launched in the UK food market, 2009-14

An uptick in launches from Asda and Lidl

Figure 10: Share of new launches within the meal accompaniments market, by company (top 15), 2010-14

More focus on speed and convenience

Figure 11: Product launches within the UK side dishes market, by selected claim, 2010-14

Expansion of the pouch format

L/N/R fat is the most common claim relating to health

High-protein claims grow but remain scarce

Flavoured variants add spice to beans, veg and potatoes

Market Size and Forecast

Key points

An end to value growth in 2014

Figure 12: UK retail value sales of meal accompaniments*, 2009-19

A return to growth expected in 2015

Figure 13: UK retail value sales of meal accompaniments*, 2009-19

Forecast methodology

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Segment Performance

Key points

Value sales of meal accompaniments slip in 2014

Figure 14: UK retail value and volume sales of meal accompaniments, by segment, 2009-14

Pasta

Chilled makes value gains

Figure 15: UK retail value and volume sales of pasta*, by segment, 2012-14

Rice

Volume sales stall in the rice market

Figure 16: UK retail value and volume sales of pasta, by segment, 2012-14

Noodles

Instant noodles struggle

Figure 17: UK retail value and volume sales of noodles, by segment, 2012-14

Vegetables

Fresh vegetables are most popular

Figure 18: UK retail value sales of vegetables, by segment, 2012-14

Meal accompaniment breads

Figure 19: UK retail value sales of meal accompaniment breads, by segment, 2012-14

Market Share

Key points

Pasta remains dominated by own-label

Figure 20: Brand sales and shares in UK retail sales of pasta (including tinned pasta), by value and volume, 2012/13 and 2013/14

Strong volume and value growth from Uncle Ben's and Tilda

Figure 21: Brand sales and shares in UK retail sales of rice, by value and volume, 2012/13 and 2013/14

Premier Foods struggles in the noodles market

Figure 22: Brand sales and shares in UK retail sales of noodles*, by value and volume, 2012/13 and 2013/14

McCain extends its lead

Figure 23: Brand sales and shares in UK retail sales of frozen potatoes, by value and volume, 2012/13 and 2013/14

Strong growth from Heinz in the declining beans market

Figure 24: Brand sales and shares in UK retail sales of baked beans, by value and volume, 2012/13 and 2013/14

Companies and Products

Heinz

Company overview

Product range

Pasta

Product innovation

Promotion

Mars

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Company overview
Product range and innovation
Promotion
Tilda
Company overview
Product range and innovation
Advertising and promotion
Premier Foods
Company overview
Advertising and promotion
McCain Foods
Company overview
Product range and innovation
Advertising and promotion

Brand Communication and Promotion

Key points
Continual growth in adspend over 2011-14
Figure 25: Main monitored media advertising expenditure in the meal accompaniments market, 2010-14
A hike in adspend on fresh salad and vegetables
Figure 26: Main monitored media advertising expenditure in the meal accompaniments market, by segment, 2010-14
A downturn in adspend in pasta, rice and noodles
McCain is the advertising heavyweight
Figure 27: Main monitored media advertising expenditure in the meal accompaniments market, by company, 2010-14
An uptick in adspend from Heinz
Uncle Ben's launches a family-oriented cooking show on YouTube

The Consumer – Usage of Meal Accompaniments

Key points
Vegetables are the number one choice
Figure 28: Frequency of usage of meal accompaniments, by type, November 2014
Figure 29: Consumers who eat vegetables, salad, processed potato products and non-processed potato products at least twice a week, by age, November 2014
Large households drive usage of pasta, rice, noodles and grains
Figure 30: Consumers who eat pasta, rice, noodles, prepared salads and other grains as a meal accompaniment at least twice a week, by household size, November 2014
Other grains win appeal among 25-34s and ABs
Figure 31: Consumers who have eaten other grains as a meal accompaniment in the last month, by age and socio-economic group, November 2014

The Consumer – Choice Factors

Key points
Going well with the main dish has most influence over choice of side
Figure 32: Factors which make people choose one side dish over another, November 2014

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Figure 33: Consumers who choose one product over another based on it going well with the main meal, by gender and age, November 2014

Ease and speed of cooking are important

Over-65s place most importance on health-related attributes

Figure 34: Consumers who choose one product over another based on it counting towards their five-a-day, being low in salt, low in calories and high in fibre, by age, November 2014

Under-35s are most likely to look for satiation

The Consumer – Qualities Associated with Side Dishes

Key points

Methodology

Processed potato products and bread win in terms of taste perceptions

Figure 35: Correspondence analysis of qualities associated with side dishes, November 2014

Figure 36: Selected qualities associated with side dishes, November 2014

Pasta and rice enjoy a reputation for being good value for money

Figure 37: Further qualities associated with side dishes, November 2014

Young consumers are less likely to associate side dishes with convenience and versatility

A need to build awareness of other grains

The Consumer – Attitudes towards Meal Accompaniments

Key points

Over-45s most likely to deem side dishes to add interest to a meal

Figure 38: Attitudes towards side dishes, November 2014

Figure 39: Consumers who think that sides dishes are a good way to make a meal more interesting, those who like to experiment with different types of side dish and those who would like more ideas on how to make side dishes more exciting, by age, November 2014

Under-25s are least likely to opt for specific pairings

Seasonality affects choice for four in 10

The Consumer – Attitudes towards Pasta, Rice, Other Grains and Noodles

Key points

Rice buying habits are ingrained

Figure 40: Attitudes towards buying pasta, rice, noodles and other grains, November 2014

Under-25s are most interested in NPD in added-value pasta and noodles

Figure 41: Selected attitudes towards buying pasta and noodles, by age, November 2014

Potential for the development of flavoured pasta

Demand for healthier options

Opportunities to boost usage of ancient grains

Figure 42: Attitudes towards eating pasta, rice, noodles and other grains, November 2014

One third deem fresh pasta to taste better than dry

Appendix – Market Size and Forecast

Figure 43: Best- and worst-case forecasts for the meal accompaniments market, by value, 2014-19

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