

Prepared Meals Review - UK - May 2015

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“The prepared meals market is facing challenging times, with competition from scratch cooking growing. It is also likely to come under increasing pressure as people start to spend more on dining out as consumer spending gathers momentum.”

– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Prepared meals manufacturers need to focus on the transparency of their ingredients in order to build trust in their products
- Giving consumers a greater sense of involvement in the cooking process bridges the gap between prepared meals and scratch cooking
- Ready meals need to overcome poor health perceptions

The prepared meals market is facing challenging times, with retail sales dropping by 2% year on year in 2014 to £5.2 billion. That consumers started to eat out less in response to squeezed real incomes was positive news for the category in the early part of the recession, however, the growing popularity of scratch cooking is now cancelling out this benefit. Indeed three in 10 adults are cooking from scratch more than they were a year ago. The market is also likely to come under increasing pressure as people start to spend more on dining out as consumer spending gathers momentum. The clement weather in 2014 – this being the warmest year on record – also had a negative impact on the market, with the soup category particularly affected.

The horsemeat contamination scare of early 2013 continues to tarnish the market. Almost four in 10 (37%) people who eat prepared meals are concerned that these may contain ingredients that they are not aware of, while only a third trust that more checks are performed when sourcing meat for prepared meals compared to several years ago.

The high-profile sugar debate has also had an impact and 30% of users think that prepared meals contain too much sugar.

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DID YOU KNOW?

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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Asda

Marks & Spencer (M&S)

Morrisons

Sainsbury's

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Tesco
 Waitrose
 Branded ready meals
 Heinz (Weight Watchers)
 Product range and innovation
 Birds Eye
 Product range and innovation
 Promotion and advertising
 Pizza
 Dr. Oetker (Chicago Town and Dr. Oetker)
 Product range and innovation
 Promotion and advertising
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