

Prepared Meals - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"The prepared meals category reversed its downward course in 2015 and 2016 with small increases that nearly wiped out declines in the three previous years. Total sales of \$10.5 billion in 2016 are up about 3% from a low point in 2014 but still below their 2011 level by about 1%."

- **John Owen, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Penetration high for prepared meals overall**
- **Convenience drives purchase; other areas could drive growth**
- **Mix of health and taste important to both individual and family shoppers**

The prepared meals category experienced modest growth in 2015 and 2016, but sales remain below their 2011 level. Weak results are in line with a broader move away from more processed foods in favor of fresher and healthier alternatives. Still, the category's defining convenience benefit remains compelling, and there is considerable opportunity for products made from natural ingredients and highlighting specific health benefits.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Category sales shift to modest growth

Figure 1: Total US sales and fan chart forecast of prepared meals, at current prices, 2011-21

Penetration high for prepared meals overall

Figure 2: Prepared meals purchase, March 2017

Convenience drives purchase; other areas could drive growth

Figure 3: Reasons for purchasing prepared meals, March 2017

Mix of health and taste important to both individual and family shoppers

Figure 4: Attribute importance for prepared meals, March 2017

The opportunities

Taste and snacking important motivations for young adults

Figure 5: Reasons for purchasing prepared meals, by gender and age, March 2017

Combining organic, vegetarian, and snacking

Figure 6: Prepared meals innovation areas, by age, March 2017

Encouraging stock-up may help to increase purchase and consumption

Figure 7: Prepared meals behaviors, by change in purchase frequency, March 2017

What it means

The Market – What You Need to Know

Category sales shift to modest growth

Frozen meals sales level off after years of declines

Side dishes drive growth

Market Size and Forecast

Category sales shift to modest growth

Figure 8: Total US sales and fan chart forecast of prepared meals, at current prices, 2011-21

Figure 9: Total US sales and forecast of prepared meals, at current prices, 2011-21

Market Breakdown

Frozen meals sales level off after years of declines

Figure 10: Share of prepared meals sales, by segment, 2016

Side dishes drive growth

Sales of refrigerated meals hold steady

Figure 11: Total US sales and forecast of prepared meals, by segment, at current prices, 2011-16

Market Perspective

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Weak category performance consistent with center-store as a whole

In center-store, shelf stable outpaces frozen food

Figure 12: MULO sales and forecast of center of the store, by segment, at current prices, 2011-21

Beyond portability: Farmer's Fridge sells meals in vending machines

Market Factors

Increasing interest in cooking could spell trouble for prepared meals

Figure 13: Attitudes/opinions about food, any agree, May 2006-June 2015

Prepared meal consumption resonates among households with children

Figure 14: Households, by presence of own children, 2006-16

Hispanics, particularly Millennials, opt for prepared meals/sides

Figure 15: US population, by race and Hispanic origin, 2012-22

Key Players – What You Need to Know

Nestlé strengthens its position as top competitor in category

Pinnacle Foods generates solid gains

Small and mighty: Frozen side dishes drive category sales growth

Appealing to personal dietary preferences

Comfort and cravings hold their own amid healthy eating trend

Stouffer's stakes out territory between prepared meals and scratch cooking

Oprah Winfrey could help to energize refrigerated meals segment

Company Sales of Prepared Meals

Nestlé strengthens its position as top competitor in category

Pinnacle Foods generates solid gains

Kraft Heinz launches new brands

Sales of prepared meals by company

Figure 16: MULO sales of prepared meals, by leading companies, rolling 52 weeks 2016 and 2017

What's Working?

Small and mighty: Frozen side dishes drive category sales growth

Nestlé's Lean Cuisine and Stouffer's gain in single-serve frozen meals

Appealing to personal dietary preferences

Comfort and cravings hold their own amid healthy eating trend

What's Struggling?

Banquet sales continue to slide

What's Next?

Stouffer's stakes out territory between prepared meals and scratch cooking

Oprah Winfrey could help to energize refrigerated meals segment

The Consumer – What You Need to Know

Penetration high for prepared meals overall

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Convenience drives purchase; other areas could drive growth
Dinner the most common use, but snacks could be growth opportunity
Mix of health and taste important to both individual and family shoppers
A focus on taste and variety
Consumers more likely to report cutting back than increasing purchase

Prepared Meals Purchase

Penetration high for prepared meals overall
Figure 17: Prepared meals purchase, March 2017
Young adults, men 18-34 especially, a key market for category
Figure 18: Prepared meals purchase – Any purchase, by gender and age, March 2017
Hispanics more likely to purchase prepared meals
Figure 19: Prepared meals purchase – Any purchase, by race/hispanic origin, March 2017
In their words: other options considered for convenient meals

Reasons for Purchase

Convenience drives purchase; other areas could drive growth
Figure 20: Reasons for purchasing prepared meals, March 2017
Taste and cuisine variety linked to increased purchase
Figure 21: Reasons for purchasing prepared meals, by change in purchase frequency, March 2017
Taste and snacking important motivations for young adults
Figure 22: Reasons for purchasing prepared meals, by gender and age, March 2017

When Prepared Meals Are Eaten

Dinner the most common use, but snacks could be growth opportunity
Figure 23: When prepared meals are eaten, March 2017
Young adults likely to look beyond traditional meals
Figure 24: When prepared meals are eaten, by gender and age, March 2017
In their words: when prepared meals are eaten

Attribute Importance

Mix of health and taste important to both individual and family shoppers
Figure 25: Attribute importance for prepared meals, March 2017
Older adults focused on traditional “low/no” health claims
Figure 26: Attribute importance for prepared meals purchased for self, by age, March 2017

Interest in Innovations and Features

A focus on taste and variety
Figure 27: Prepared meals innovation areas, March 2017
Combining organic, vegetarian, and snacking
Figure 28: Prepared meals innovation areas, by age, March 2017
In their words: designing the ideal prepared meal

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Prepared Meals Behaviors

Consumers more likely to report cutting back than increasing purchase

Figure 29: Prepared meals behaviors, March 2017

Encouraging stock-up may help to increase purchase and consumption

Figure 30: Prepared meals behaviors, by change in purchase frequency, March 2017

In their words: changes in consumption of prepared meals and sides

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Appendix – Market

Figure 31: Total US sales and forecast of prepared meals, at inflation-adjusted prices, 2011-21

Figure 32: Total US sales and forecast of single-serve frozen meals, at current prices, 2011-21

Figure 33: Total US sales and forecast of multiserve frozen meals, at current prices, 2011-21

Figure 34: Total US sales and forecast of refrigerated meals, at current prices, 2011-21

Figure 35: Total US sales and forecast of side dishes, at current prices, 2011-21

Figure 36: Total US sales and forecast of side dishes, by temperature state, at current prices, 2011-16

Figure 37: Total US sales and forecast of prepared meals, channel, at current prices, 2011-16

Appendix – Key Players

Figure 38: MULO sales of single-serve frozen meals, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 39: MULO sales of multiserve frozen meals, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 40: MULO sales of refrigerated meals, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 41: MULO sales of side dishes, by leading companies and brands, rolling 52 weeks 2016 and 2017

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