

Prepared Meals - Frozen and Refrigerated - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The prepared meals category has returned to growth as category competitors have responded to consumer interest in less-processed offerings and greater cuisine variety. Brands and retailers can help maintain the momentum by catering to the diverse needs of a new generation of users with products that offer greater flexibility, new taste experiences, and healthier eating."

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

This report looks at the following areas:

- Category growth accelerates in 2017
- Opportunity to increase use among current purchasers
- Purchasers tend to treat category as a need rather than a want

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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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