

## Ready and Prepared Meals - Canada - May 2015

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“Consumers see ready-to-eat meals as an emergency option to be used when needed. The category’s strength is also its weakness. Concerns over sodium and overly processed foods need to be addressed to alter this perception and stimulate growth as brands that speak to these concerns can differentiate themselves in the market.”  
 – Joel Gregoire, Senior Food & Drink Analyst

### This report looks at the following areas:

- Consumers perceive ready-to-eat meals to offer lower quality
- Dealing with dads (and parents)
- Over-45s represent a challenge for frozen ready and prepared meals
- Ready-to-eat meals can be a vehicle for exploring new flavours

The category suffers from generally negative consumer perceptions. As such, frozen meals are relegated to being a secondary alternative at dinner with only one quarter of consumers indicating that they prefer to eat ready-to-eat meals to other options.

When asked what they would like to see in frozen meals, the top ask from consumers is fewer preservatives and artificial ingredients. Additionally, half of consumers point to no or fewer artificial ingredients to be among their top factors when choosing a ready-to eat meal, suggesting demand for cleaner ingredient decks and more ‘authentic’ meal options.

This report explores the profile and habits of Canadian ready-to-eat frozen meal consumers; including the frequency with which they eat frozen meals, at what occasions they turn to the category, interest in different options and factors that lead consumers to purchase. This report also examines attitudes towards the category across various demographic groups and identifies opportunities for innovation.

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### Key points

#### Four target groups

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Ready for Emergencies (28%)

Less Health Minded (28%)

Frozen Meal Enthusiasts (27%)

Disengaged (17%)

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