Prepared Meals and Sides - US - November 2015

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Frozen and refrigerated meals and side dishes are convenient, easy, and diverse, all attributes long popular among consumers.

This report looks at the following areas:

- Prepared meals/sides sales languish
- Sides capitalize on meal declines

The widespread perception of these products as overly processed and thereby unhealthy is leading the category to continued sales declines year-on-year, with no end in sight and few bright spots on the horizon. Side dishes appear to be capitalizing on consumer interest in smaller plates, and improved entrée sales in natural supermarkets suggest more natural options could at least stem the tide of the otherwise downward sales spiral the category has seen for most of this decade.

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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