

Ready Meals and Ready-to-cook Foods - UK - July 2018

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This report looks at the following areas:

- Lower salt levels can add a healthier proposition to the market
- Ready meals could give plant-based meat alternative foods a boost
- Health claims are key to proving suitability of ready meals for children

Estimated at £3,189 million in 2018, total sales of ready meals and ready-to-cook foods grew by 21.3% over 2013-18, while volumes grew by 12.2%. Ready meals are an established part of consumers' mealtime options, with 93% of UK adults eating them. Of these, chilled ready meals are eaten the most often, with families and men under 25 being core users.



"The influx of premium launches has underpinned the strong growth in the market, while NPD in healthy ready meals has also tapped into the overarching health trend. The return of salt to media headlines, however, will ramp up pressure on companies to try to reduce the salt content of products. Proving the suitability of ready meals for children could also offer boosts for the category."

- Alyson Parkes, Research

Analyst

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- **Scope to boost use of meat alternatives in ready meals**
- **Strong interest in buying freshly made ready meals**
- **36% have bought prepared foods for a special occasion**
- **Meat/fish and authentic recipe are top factors in a premium ready meal**
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