“Health concerns pose a long-standing barrier to uptake. Promisingly, however, there is high openness to meals with healthier ingredients or options featuring fortification, offering clear evidence that ready meals have permission to position themselves as contributing to nutritious diets and healthy lifestyles.”

– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- Healthy proposition can win over prepared meals users
- Ethical meat is of high interest to consumers
- Calling out time saved could reinforce convenience of prepared meals

DID YOU KNOW? This report is part of a series of reports, produced to provide you with a more holistic view of this market
Ready Meals and Ready-to-Cook Foods - UK - July 2019

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88% of UK adults eat ready meals/ready-to-cook foods

Two in five people eat chilled ready meals at least weekly

Healthy proposition can win over prepared meals users

Environmentally-friendly packaging would appeal to 30%

Time pressures prompt 47% to eat ready meals/ready-to-cook foods

32% turn to ready meals when eating on their own

Processed image is the leading deterrent

Expense puts off 40%

Ethical meat is of high interest to consumers

Prepared meals are seen as a cheap way to try a new cuisine for 49%

Usage
88% of UK adults eat ready meals/ready-to-cook foods

Youth bias to usage

Single-person households are core users, but the meals are popular with parents too

Two in five people eat chilled ready meals at least weekly

50% of consumers eat all four types

Interest in Ready Meals/Ready-to-Cook Foods

Healthy proposition can win over prepared meals users

Healthy ingredients are widely in demand

More activity in functional benefits chimes with one in four

More products with ‘no nasties’ in demand

A quarter (23%) want more larger sizes; especially men

More high protein meals interest one in five

Environmentally-friendly packaging would appeal to 30%

Reasons to Eat Ready Meals/Ready-to-Cook Foods

Time pressures prompt 47% to eat ready meals/ready-to-cook foods

43% opt for ready meals when they don’t want to cook

32% turn to ready meals when eating on their own; 44% want more sharing formats

Strong demand for more sharing formats

Portion control offered by ready meals appeals to 11%

Barriers to Eating Ready Meals/Ready-to-Cook Foods

Processed image is the leading deterrent

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Information on sourcing should combat concerns

Expense puts off 40%

Attitudes towards Ready Meals and Ready-to-Cook Foods

Ethical meat is of high interest to consumers

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Ready meals/ready-to-cook foods are seen to reduce waste by 38%
Prepared meals are seen as a cheap way to try a new cuisine for 49%
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