

# Chilled vs Frozen Foods - Ireland - September 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the chilled and frozen categories.
- The opportunities for frozen foods during the COVID-19 pandemic.
- Purchase drivers and determining what is most important when deciding between chilled and frozen foods.
- Barriers to overcome for frozen and why preferences continue to be skewed towards chilled foods.
- Why COVID-19 has seen consumers treating themselves more and the opportunities for frozen and chilled products.

The COVID-19 pandemic has created a grocery retail sales boom, benefiting both chilled and frozen foods sales considerably across Ireland. Frozen foods in particular have benefited, likely for their long shelf life and lower price point, which have proven to be of vital importance with seven in 10 consumers agreeing that frozen food has been useful during the COVID-19 outbreak. Chilled foods' higher price point may see some cash-strapped consumers shift more towards own-label alternatives, discounters or frozen foods. However, the biggest opportunity presenting itself to chilled and frozen foods is the increased time consumers are spending at home and the associated rise in in-home meal preparation.



"During the COVID-19 pandemic grocery retailing soared as consumers shifted away from foodservice and had more time for at-home cooking – benefiting chilled foods significantly, for example meat/poultry. The lower price point of frozen foods coupled with its longer shelf life saw demand for frozen food rise significantly as well."

– Emma McGeown, Senior Food & Drink Analyst

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## Table of Contents

### OVERVIEW

- What you need to know
- Key issues covered in this Report
- COVID-19: Market context
- Issues covered in this Report

### EXECUTIVE SUMMARY

- **The impact of COVID-19 on chilled and frozen foods**

Figure 1: Expected impact of COVID-19 on chilled and frozen foods, short, medium and long term, 23 September 2020

- **The market**
- **Sales booming for frozen foods in 2020**

Figure 2: Estimated total value of retail frozen food, NI and RoI, 2015-25

- **Changing shopping behaviours; consumers go online**
- **Quality concerns in frozen foods see consumers needing proof**
- **Who's innovating?**
- **The consumer**
- **COVID-19 sees interest in frozen food surge**

Figure 3: Agreement with statements related to COVID-19 and chilled/frozen foods, NI and RoI, August 2020

- **Indulgence a popular driver for frozen foods**
- **Rol consumer wariness surrounding frozen foods is holding the sector back**

Figure 4: Types of chilled and frozen foods consumers have bought in the last three months, NI and RoI, August 2020

- **What we think**

### COVID-19 AND CHILLED VS FROZEN FOODS

- **Impact on the frozen foods market**

Figure 5: Estimated total value of retail frozen food, NI and RoI, 2015-20

- **Impact on chilled and frozen foods consumer segments**
- **Stockpiling benefits frozen foods**

Figure 6: Agreement with statements related to COVID-19, NI and RoI, August 2020

- **Chilled foods can offer a solution to the loss of dining out**
- **Affordable indulgence should be exploited in the frozen aisle**

### What's included

Executive Summary

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- **Impact on chilled and frozen companies and brands**
- **Food production comes under scrutiny due to outbreaks**
- **Advertising focuses on the simple things in 2020**
- **Historical products and adverts can tap into nostalgia trends**

### THE MARKET – KEY TAKEAWAYS

- **COVID-19 sees demand for at-home food soar**
- **Budgetary constraints see frozen food's appeal rise**
- **Frozen foods' junk food perception holding the category back**

### MARKET SIZE AND FORECAST

- **Short, medium and long-term impact on the industry**  
Figure 8: Expected impact of COVID-19 on chilled and frozen foods, short, medium and long term, 23rd September 2020
- **Frozen food sales set to increase**  
Figure 9: Estimated total value of retail frozen food, NI and RoI, 2015-25
- **NI market continues to grow at a faster pace than RoI**
- **Future looks promising for frozen foods**  
Figure 10: Indexed estimated total value of retail frozen food, NI and RoI, 2019-25
- **Learnings from the last recession**  
Figure 11: Estimated grocery sales, NI and RoI, 2007-12

### MARKET DRIVERS

- **Personal finances are squeezed in the wake of COVID-19**  
Figure 12: Consumer agreement with the question 'How has your financial situation changed since the start of the COVID-19 outbreak in your country?', NI and RoI, September 2020  
Figure 13: Agreement with the statements 'When on a budget it makes more sense to buy more frozen than chilled food' and 'The COVID-19 outbreak has seen me switch to more own-label frozen items', NI and RoI, August 2020
- **Changing shopper behaviour moves online**  
Figure 14: Changing consumer shopping habits as a result of COVID-19, NI and RoI, August 2020
- **Convenience associated with frozen foods**  
Figure 15: Qualities and perceptions associated with frozen foods, RoI, March 2019
- **Quality concerns hindering frozen foods**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Report Price: £1495 | \$1995 | €1800

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Figure 16: Barriers to buying frozen foods, NI and RoI, August 2020

- Food recalls impact consumer trust
- Food waste concerns offer an opportunity to the frozen sector

### COMPANIES AND INNOVATIONS – KEY TAKEAWAYS

- Sustainability trend continues to grow amongst frozen products
- Premium products on the rise
- Companies utilising social media during COVID-19

### WHO'S INNOVATING?

- Number of product launches in the chilled and frozen sectors

Figure 17: Number of products launched in frozen vs chilled foods, UK and Ireland, 2015–20\*

- Desserts lead in the frozen category

Figure 18: Number of products launched in frozen food, by sub-category, UK and Ireland, 2015–20\*

- Meat products key performers in chilled category

Figure 19: Number of products launched in chilled food, by sub-category, UK and Ireland, 2015–20\*

- Sustainability on the rise

Figure 20: Top 10 claims within frozen food, UK and Ireland, 2015–20\*

- Premium trend going strong in chilled food

Figure 21: Top 10 claims within chilled food, UK and Ireland, 2015–20\*

### COMPANY PROFILES

- Birds Eye (Nomad Foods)
- Key facts
- Product portfolio
- Brand NPD
- Recent developments
- Dr. Oetker
- Key facts
- Product portfolio
- Brand NPD
- Recent development
- Green Isle Foods
- Key facts
- Product portfolio

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- Brand NPD
- Recent developments
- Iceland
- Key facts
- Product portfolio
- Brand NPD
- Recent developments
- Keohane's
- Key facts
- Product portfolio
- Brand NPD
- Recent developments
- Kerry Group
- Key facts
- Product portfolio
- Brand NPD
- Recent developments
- McCain Foods
- Key facts
- Product portfolio
- Brand NPD
- Recent developments
- Tesco
- Key facts
- Product portfolio
- Brand NPD
- Recent developments
- Young's Seafood
- Key facts
- Product portfolio
- Brand NPD
- Recent developments

### THE CONSUMER – KEY TAKEAWAYS

- The pandemic sees greater interest in frozen foods
- Frozen purchases driven by indulgence and comfort
- RoI consumers show stronger preference towards chilled

### THE IMPACT OF COVID-19 ON CONSUMER BEHAVIOURS

- Frozen food 'useful' during the pandemic  
Figure 22: Agreement with statements related to COVID-19 and chilled/frozen foods, Ni and RoI, August 2020
- Stretched budgets see more consumers turn to frozen foods

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Infographic Overview

Powerpoint Presentation

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Figure 23: Consumer agreement with the statements 'When on a budget it makes more sense to buy more frozen than chilled food' and 'The COVID-19 outbreak has seen me switch to more own-label frozen items', NI and RoI, August 2020

- **A third of consumers treating themselves to more premium foods**

Figure 24: Consumer agreement with the statement 'The COVID-19 outbreak has seen me treating myself to more premium chilled and frozen products', by gender and age, NI and RoI, August 2020

### CHILLED FOODS PURCHASED

- **Chilled meats preferred over frozen**

Figure 25: Types of chilled foods consumers have bought in the last three months, NI and RoI, August 2020

- **Chilled fruit significantly outperforms frozen**

Figure 26: Consumers who have bought fruit, in chilled and frozen, in the last three months, NI and RoI, August 2020

- **Ready meals divide NI and RoI consumers**

Figure 27: Consumers who have bought ready meals in chilled and frozen in the last three months, NI and RoI, August 2020

- **Frozen ready meals need to do more to engage RoI consumers**

### FROZEN FOODS PURCHASED

- **Comfort foods excel in frozen sector**

Figure 28: Types of frozen foods consumers have bought in the last three months, NI and RoI, August 2020

- **Pizza bought most in the frozen aisle in RoI**

Figure 29: Consumers who have bought frozen pizza in the last three months, by presence of children, NI and RoI, August 2020

Figure 30: Consumers who have bought chilled and/or frozen pizza in the last three months, by age, NI and RoI, August 2020

- **Frozen desserts primed to offer affordable indulgence**

Figure 31: Consumers who have bought frozen desserts (eg ice cream, cake) in the last three months, by age, NI and RoI, August 2020

Figure 32: Consumer agreement with the statement 'The COVID-19 outbreak has made me treat myself to more frozen desserts', by age, NI and RoI, August 2020

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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### CHILLED AND FROZEN PACKAGING

- Sustainability needs to be present in packaging**

Figure 33: Agreement with statements related to packaging in chilled/frozen foods, NI and RoI, August 2020

- Eco and ethical packaging moves into the mainstream**

Figure 34: Agreement with statements 'Packaging for chilled and frozen food needs to be recyclable' and 'Packaging for chilled and frozen food should be reusable', NI and RoI, August 2020

### QUALITIES ASSOCIATED WITH FROZEN FOODS

- Frozen food associated with food waste**

Figure 35: Agreement with statements related to frozen foods, NI and RoI, August 2020

Figure 36: Agreement with statements related to frozen foods, NI and RoI, August 2020

- Mature consumers more likely to agree frozen is just as healthy as chilled**

Figure 37: Consumer agreement with the statement 'Frozen is just as healthy as chilled food', by age, NI and RoI, August 2020

Figure 38: Consumer agreement with the statement 'I think frozen foods retain nutrients better than chilled foods', by age, NI and RoI, August 2020

### ATTITUDES TOWARDS CHILLED AND FROZEN FOOD

- Four in 10 say the choice is better in chilled aisle**

Figure 39: Agreement with statement related to chilled and frozen foods, NI and RoI, August 2020

Figure 40: Agreement with statement related to chilled and frozen foods, NI and RoI, August 2020

- Workers more likely to prefer chilled foods**

Figure 41: Consumer agreement with the statement 'I would rather buy fresh food than frozen food', by working situation, NI and RoI, August 2020

- RoI consumers more confident to cook with chilled foods**

Figure 42: Consumer agreement with the statement 'I am more confident cooking with chilled food than frozen', NI and RoI, August 2020

### APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- Data sources**
- Generational cohort definitions**

#### What's included

Executive Summary

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Infographic Overview

Powerpoint Presentation

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- **Abbreviations**

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Infographic Overview

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