

## Ready Meals and Ready-to-Cook Foods - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“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

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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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The implications

## The Market – What You Need to Know

- Market comes under pressure in 2019
- Further challenges ahead
- Chilled ready meals continue to lead
- Frozen ready meals see decline worsen
- Health remains a concern for consumers
- Scratch cooking poses a threat to prepared meals
- Improved household incomes give opportunities for premium products

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Own-label continues to dominate chilled ready meals

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Weight Watchers leads in frozen ready meals, despite sales drop

Charlie Bigham's defies downward trend in ready-to-cook foods

Own-label continues to dominate NPD in the market

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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

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More high protein meals interest one in five

Environmentally-friendly packaging would appeal to 30%

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

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

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Processed image is the leading deterrent

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Expense puts off 40%

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

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