

Chilled / Prepared Foods 2007-11

Spend 000s £

| | TNS | | | Kantar WorldPanel | | | YoY % Change 2010-11 |
|--|---------------------|---------------------|---------------------|---------------------|------------------|----|----------------------------|
| | 52 w/e 02 Dec 07 | 52 w/e 30 Nov 08 | 52 w/e 27 Dec 09 | 52 w/e 26 Dec 10 | 52 w/e Dec 11 | 25 | |
| Chilled Ready Meals & Main Meal Accompaniments | 1,016,559 | 980,090 | 1,008,951 | 1,124,647 | 1,236,568 | | 10.0 |
| Fresh Pasta (Inc Noodles) | 97,921 | 107,660 | 115,958 | 119,738 | 130,741 | | 9.2 |
| Chilled Prepared Leafy Salads & Veg | 519,208 | 538,102 | 714,601 | 748,446 | 785,083 | | 4.9 |
| Chilled Prepared Mixed Tray Salad | 30,823 | 31,091 | 18,608 | 23,129 | 29,173 | | 26.1 |
| Chilled Prepared Fruit | 115,060 | 129,983 | 132,356 | 138,290 | 162,991 | | 17.9 |
| Chilled Pizza | 346,254 | 355,259 | 380,811 | 398,855 | 418,511 | | 4.9 |
| Chilled Dips | 143,784 | 152,566 | 165,625 | 171,059 | 171,622 | | 0.3 |
| Sliced Cooked Meats | 1,716,536 | 1,813,493 | 1,880,036 | 1,935,049 | 2,072,638 | | 7.1 |
| Chilled Breads | 134,231 | 137,644 | 145,447 | 153,908 | 170,221 | | 10.6 |
| Chilled Pate+Paste+Spread | 82,670 | 82,574 | 87,723 | 89,525 | 94,949 | | 6.1 |
| Chilled Sandwich Fillers | 110,388 | 107,981 | 109,034 | 110,404 | 120,539 | | 9.2 |
| Fresh Soup | 78,181 | 81,946 | 89,126 | 100,342 | 105,247 | | 4.9 |
| Fresh Stuffing | 567 | 505 | 815 | 750 | 332 | | -55.7 |
| Chilled Prepared Fish | 74,668 | 70,990 | 196,789 | 193,189 | 186,114 | | -3.7 |
| Chilled Rice | 24,101 | 21,562 | 22,260 | 21,359 | 25,281 | | 18.4 |
| Chilled Vegetarian | 51,847 | 48,243 | 45,284 | 49,057 | 48,848 | | -0.4 |
| Chilled Cakes | 253,083 | 275,855 | 311,638 | 325,382 | 334,540 | | 2.8 |
| Chilled Quiches/Flans | 145,148 | 146,875 | 145,003 | 148,234 | 150,273 | | 1.4 |
| Defined Fresh Meat and Pastry | 509,612 | 547,860 | 579,719 | 594,999 | 618,614 | | 4.0 |
| Total Chilled Sauce | | | 67,330 | 68,712 | 72,691 | | 5.8 |
| Pourable Dressings (Salad Dressings) | 4,441 | 4,064 | 3,228 | 3,268 | 3,948 | | 20.8 |
| Smoked Chilled Fish | | | 232,145 | 239,579 | 245,484 | | 2.5 |
| Added Value Seafood | 398,523 | 393,786 | 395,427 | 400,219 | 414,464 | | 3.6 |
| Value Added Poultry | 727,145 | 711,913 | 777,190 | 840,350 | 909,142 | | 8.2 |
| Total Chilled Desserts | 506,897 | 529,887 | 597,242 | 618,313 | 659,003 | | 6.6 |
| To eat Hot | 229,573 | 232,609 | 235,891 | 244,283 | 405,856 | | 66.1 |
| To eat Cold | 277,078 | 297,278 | 361,352 | 374,030 | 253,147 | | -32.3 |
| Total Chilled Stir Fry Products | 70,765 | 79,567 | 95,245 | 97,291 | 108,570 | | 11.6 |
| Beansprouts Only | 2,298 | 2,194 | 1,406 | 1,932 | 2,565 | | 32.8 |
| Noodles Only | 12,596 | 15,276 | 19,831 | 21,962 | 25,850 | | 17.7 |
| Ready Meals | 1,068 | 2,328 | 1,371 | 2,472 | 2,584 | | 4.5 |
| Sauce Only | 4,744 | 6,342 | 8,966 | 10,112 | 12,980 | | 28.4 |
| Stir Fry Veg | 50,059 | 53,428 | 63,671 | 60,813 | 64,591 | | 6.2 |
| For Major Multiple Grocers: | | | | | | | |
| Sandwiches, Rolls, Baguettes | 344,980 | 347,112 | 372,152 | 396,083 | 424,592 | | 7.2 |
| Wraps | 37,454 | 36,846 | 48,408 | 49,472 | 55,028 | | 11.2 |
| Convenience versus Retail Sandwiches Rolls Baguettes: | | | | | | | |
| Total SRB | | | 3,518,137 | 3,750,533 | 3,944,982 | | 5.2 |
| Total Retail SRB | | | 743,467 | 757,944 | 779,418 | | 2.8 |
| Convenience SRB | | | 2,774,670 | 2,992,589 | 3,165,564 | | 5.8 |
| Grand total retail chilled prepared food | 7,540,600 | 7,733,455 | 12,256,288 | 12,910,182 | 13,700,189 | | 6.1 |