

# The Grocer

Focus On: Frozen Food by Daniel Woolfson

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## The Story

The future of British food is looking increasingly frigid. As we reported in our 2020 Top Products report, combined value sales of the five biggest frozen food categories surged by nearly a quarter of a billion pounds last year, a rise of 12%. Of course, a certain nasty little virus and the closure of Britain's pubs and restaurants played a significant part in this. So how is the frozen food sector – manufacturers, R&D teams, logistics and warehousing partners and retailers – adapting to grocery's increasingly frosty outlook?

## Key Themes

**Logistics:** Frozen food storage capacity and supply chains have been stretched by the challenges of Brexit, Covid-19 and the closure of Britain's restaurants. So how has this part of the industry had to adapt? How close to capacity is it? How much of an impact are all the different factors having on capacity?

**Retail:** Which retailers are driving most growth in frozen food and how? This feature will explore analysis from Kantar on how retail share is changing and comments from retailers themselves on how they are approaching the category. Are any retailers increasing freezer space in store?

**Innovation:** A key focus of this feature will be the culinary trends that are influencing frozen and how factors such as the closure of restaurants and growing demand for more indulgent and/or healthier dishes are reflected in NPD. We will be profiling four interesting upcoming launches in a separate boxout – we require details about the product, its launch date, rsp and retail listings and high resolution (no less than 300dpi/1mb) product images.

**Kantar data:** Using Kantar commentary, we explain the reasons behind the rise and fall of the subcategories that make up this market.

**Nielsen data:** Using Nielsen commentary, explain the reasons behind the rise and fall of the brands in this market.