25th November 2020

Exploring opportunities in the Chilled Ready Meal sector in the UK

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Photo by Nico Smit on Unsplash

Bord Bia Team

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Framing

We met key members in the Bord Bia Insights Team to understand and have clear requirements for the project.

Exploration

We reviewed existing reports and information related to Ready Meals to incorporate this in our initial point of analysis.

Expert/ Industry Engagements

We spoke with industry and experts in the food industry to understand their view and collect potential trends in the future.

Validation

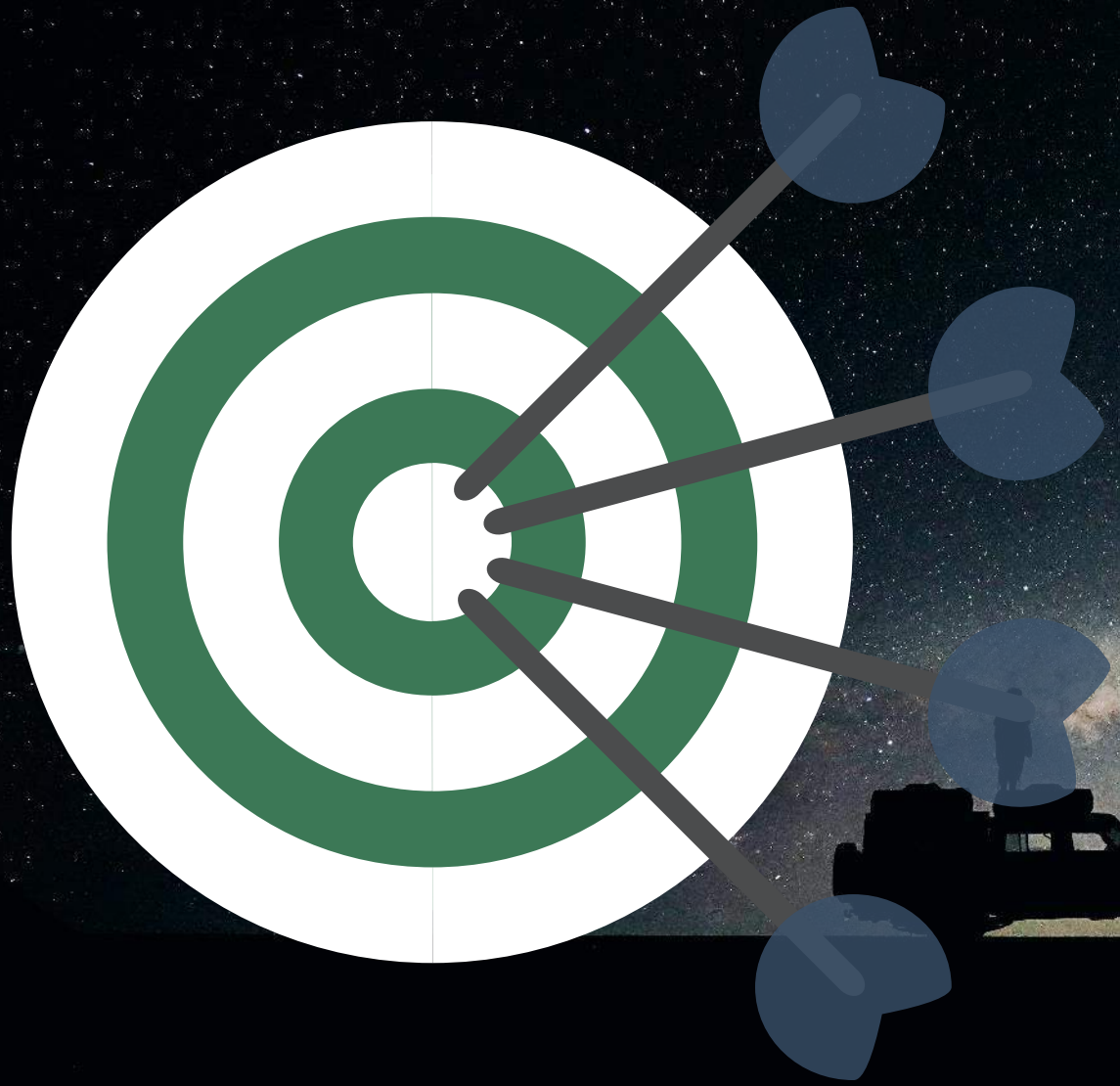
We conducted a national survey of n=1,000 ready meal buyers to get a deep understanding of the dynamics within the sector

Futures

Using our NEXTWATCH tool we assessed the potential for a number of emerging “futures” from the research

Step 1 **Step 2** **Step 3** **Step 4** **Step 5**

Photo by Osman Rana on Unsplash



This project provides you with an in depth assessment of the **Chilled Ready Meals sector in the UK**.

We will explore the following areas today:

- ✓ **Category Dynamics**
- ✓ **Shopper Behaviours**
- ✓ **Triggers and Barriers to Purchase**
- ✓ **Trends and Evolving Needs**
- ✓ **Futures and Innovation**

Photo by Jonatan Pie on Unsplash

Innovate or Die

Innovation is part and parcel of a category fuelled by trends and characterised by variety. It is essential that producers and ingredient supplier stay ahead of the game.

It is estimated that more than *70% of innovation is retailer driven* in response to spec requests and seasonal strategies and thematic initiatives (e.g. Summer BBQ, Japan World Cup)

There is limited true innovation and much of it is currently focussed on reformulation and repackaging.

This report will help to identify emerging patterns and trends to support thought and innovation leadership for the Chilled Ready Meals sector in Ireland.

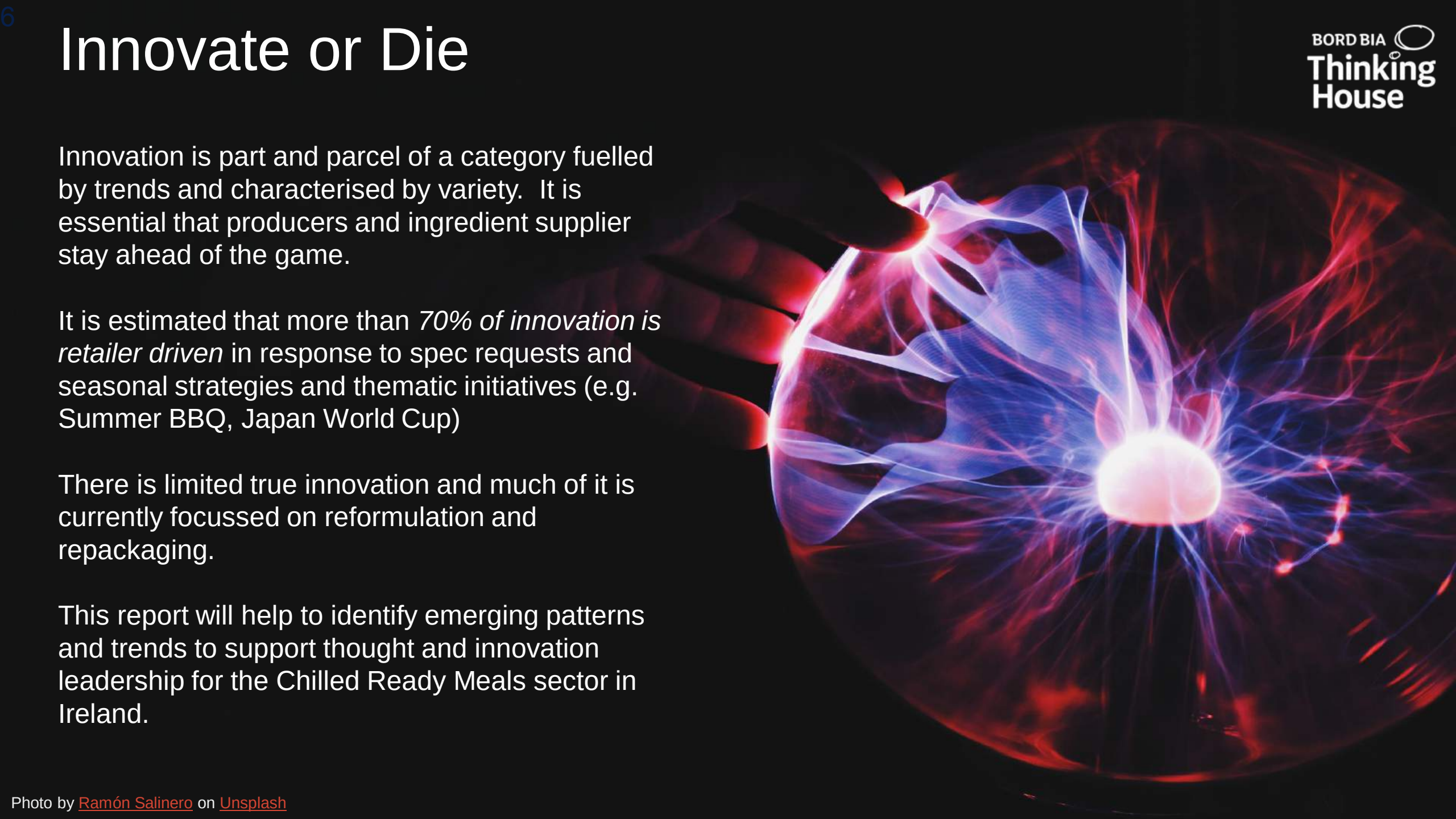


Photo by Ramón Salinero on Unsplash

Category Dynamics

Chilled Ready Meals in the UK



Image by Engin Akyurt from Pixabay

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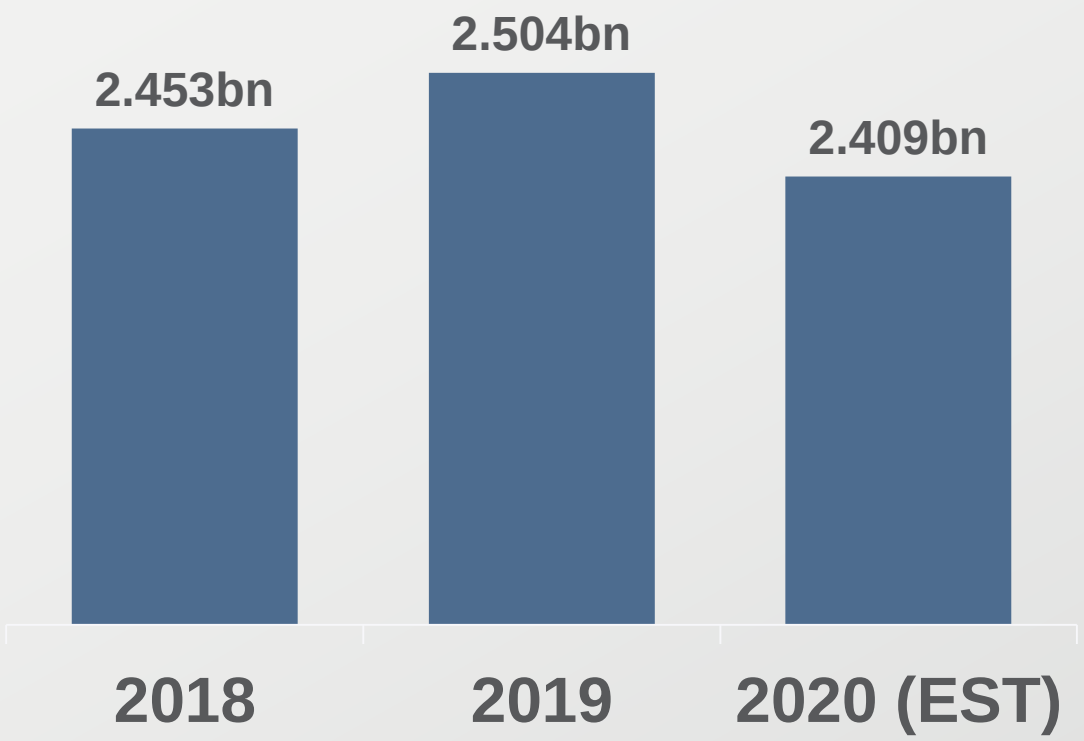
Retail Value Sales: **Chilled Ready Meals UK**



Source: IRI/Mintel

Retail sales values are expected to fall by 3% or approximately £100m by year end 2020

Despite an initial spike in Chilled Ready Meals seen by retailers in the early stages of the Covid-19 crisis, this has fallen back to produce an estimated **3 point decline in retail sales value for 2020.** This is due to a combination of factors:

- There has been a small **4% decline in promotional activity** in the sector, pushing average unit prices up marginally (Food Navigator, 2020).
- **26%** of UK adults are **cooking from scratch** more often as a result of Covid-19 *(Bord Bia Indicators, 2020)*
- 1 in 3 UK workers are **working from home** now due to Covid, when they otherwise wouldn't have been. *(Bord Bia Indicators, 2020)*
- 3 in 10 UK consumers are **saving** more now due to Covid-19.
- There is a continued growth in consumer's drive to make more **healthy choices**.
- And for retailers, **takeaway growth** has impacted on ready meal occasions.

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67% of Ireland's total Prepared Consumer Foods exports (not just Chilled Ready Meals) are to the UK…

Source: Bord Bia Performance & Prospect, 2020



Chilled Ready Meal ingredient supply is arguably a more significant exposure for Irish businesses than finished product

Image by Pete Linforth from Pixabay

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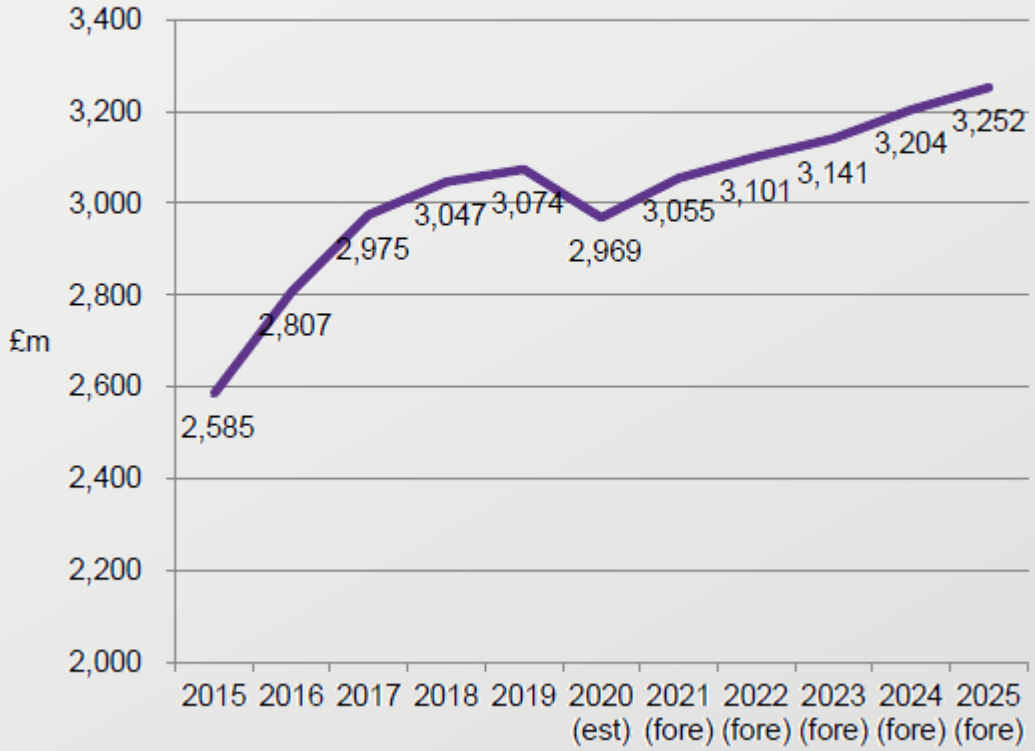
Bounce back expected in Value…

(NOTE: All RTC Foods, not only chilled)

FIGURE 12: FORECAST OF UK RETAIL VALUE SALES OF READY MEALS AND READY-TO-COOK FOODS, 2015-25



Source: Based on IRI/Mintel

The Ready Meals sector overall is expected to return to value growth as consumers return to work in a post-Brexit World. However, **Brexit is a significant "unknown" on the immediate horizon**.

This sector is characterised by complex supply chains, so exposure to any disruption of this carries a particular risk.

With the continued drive toward healthier lifestyles ready meals still have some work to do in this regard it seems.

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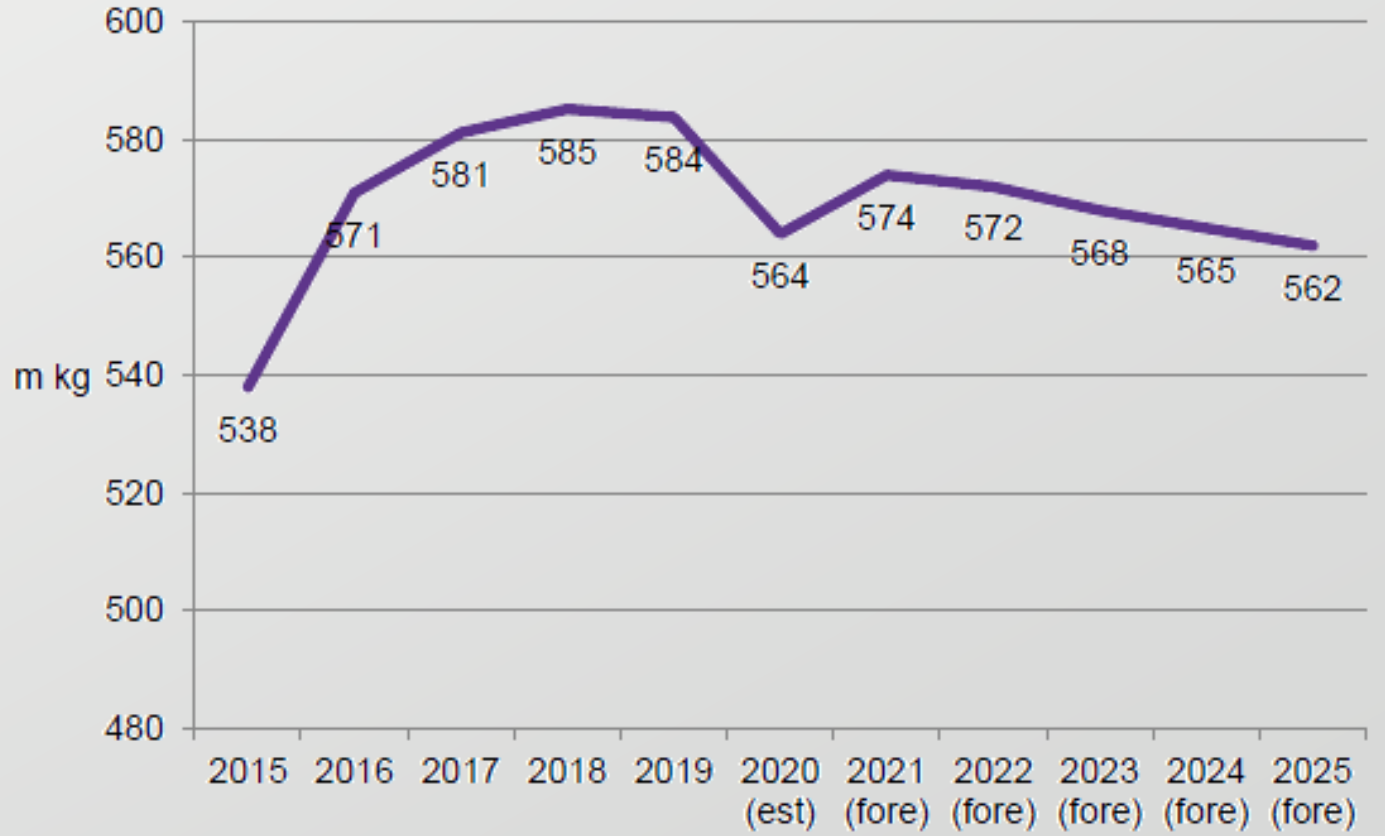
…. but not Volume

(NOTE: All RTC Foods, not only chilled)

Curiously, **volumes are not expected to recover in line with values**, suggesting a continued reduction in promotion activity and increase in average retail pricing.

Chilled ready meals is a price sensitive component of this macro sector and the delivery of higher price points will require growth in premium options and plant-based which are often presented at a higher price point.

FIGURE 13: FORECAST OF UK RETAIL VOLUME SALES OF READY MEALS AND READY-TO-COOK FOODS, 2015-25



Source: Based on IRI/Mintel

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Lockdown Reality

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With employees working from home, being furloughed or made redundant, commuting and their associated channels have been ‘massively cut’.

“From a Financial perspective, we’ve been pummelled really hard in a bad way over the past few weeks,”

Paul Brown, CEO, Bol.

Photo by Pille-Riin Priske on Unsplash; Product Image Source: GNPD

https://www.foodnavigator.com/Article/2020/04/07/Coronavirus-Ready-meal-sector-hit-by-fluctuating-demand#

Profiling Ready Meal Buyers



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Image by Engin Akyurt from Pixabay



Chilled Ready Meals 91% shopper penetration in the UK

(Kantar, 2020)

Frozen Ready Meals 73% shopper penetration in the UK

(Kantar, 2020)

88% of consumers eat ready meals regularly

(Mintel)

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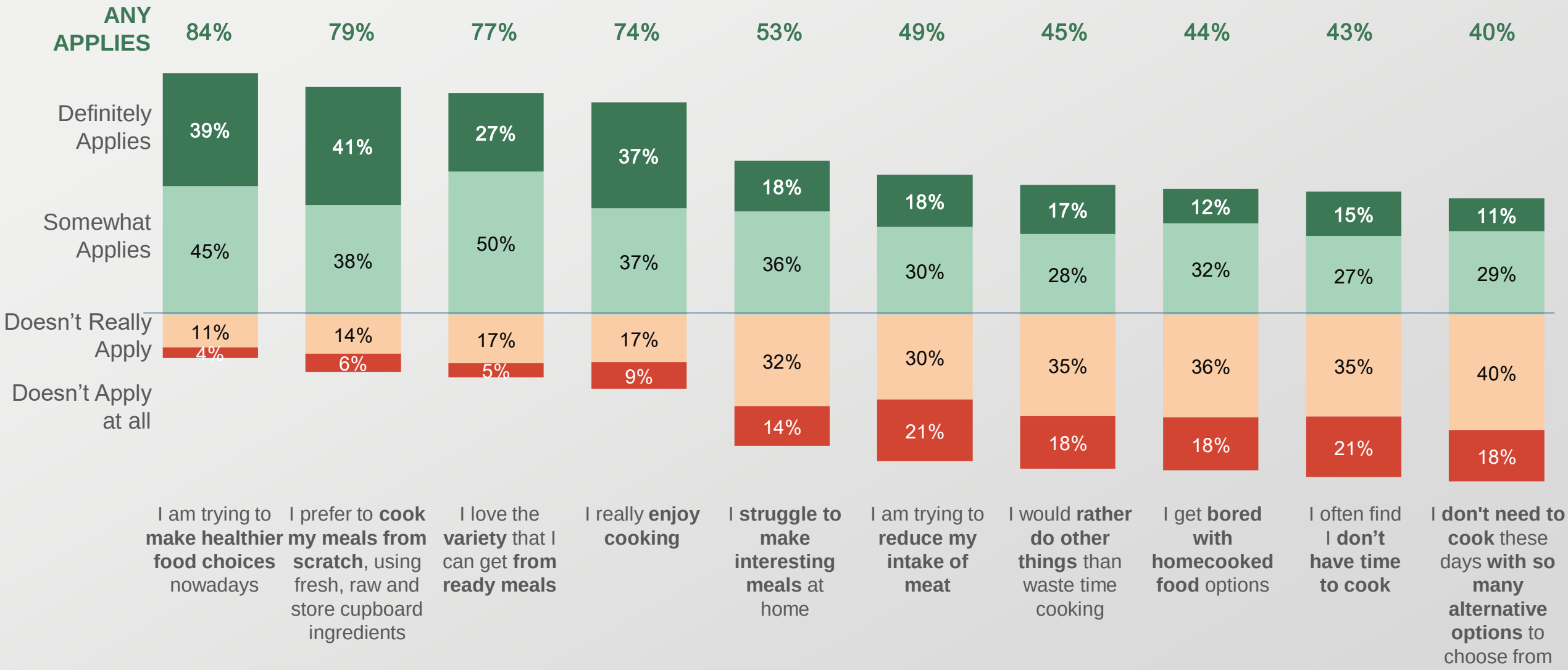
Photo by Edvin Johansson on Unsplash

Mintel (2019) Ready Meals and Ready-to-Cook Foods Report. Online: https://reports.mintel.com/display/920432/#

Attitudes to Food and Cooking

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)



Here are some things that others have said about food and shopping in general. For each of these can you please choose the extent to which they apply to you, if at all?

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Chilled **Ready Meal Consumers** Fall into Two Camps….

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)

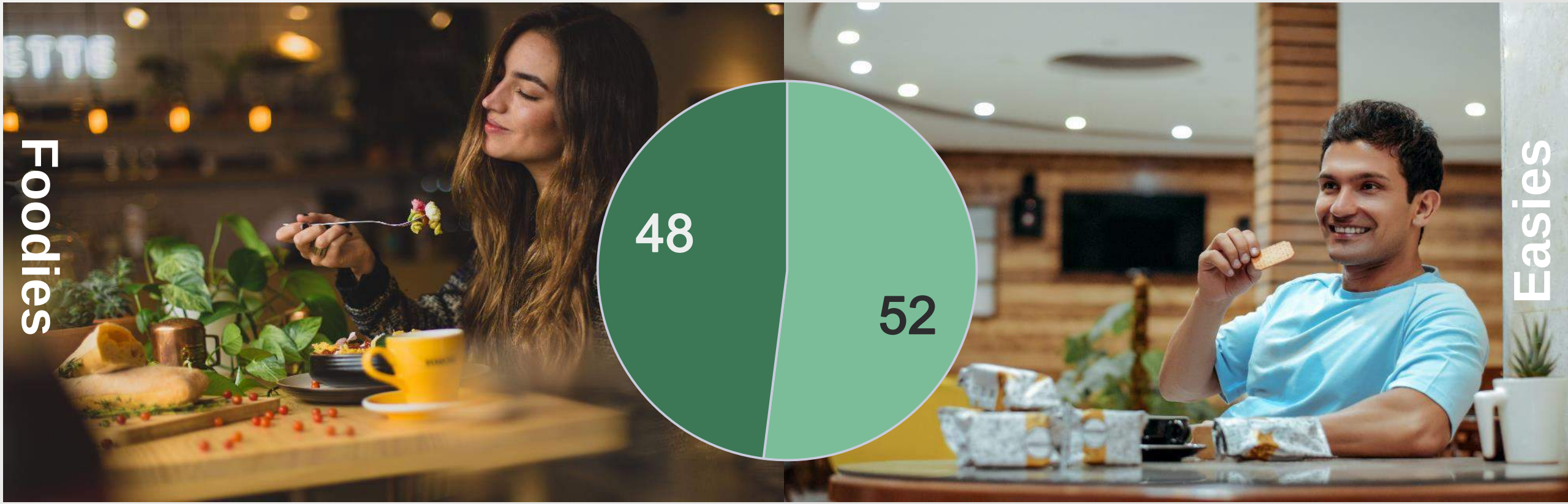


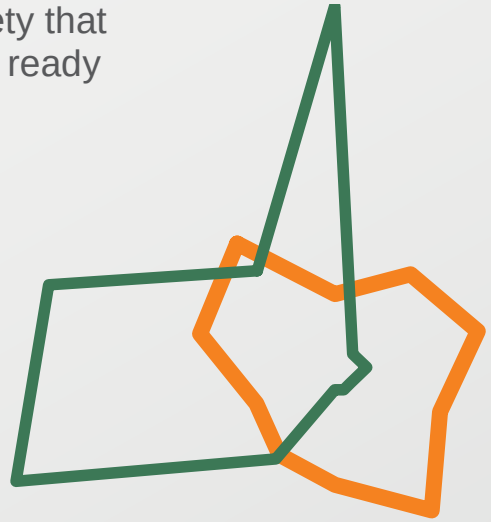
Photo by Pedram Normohamadian on Unsplash

Photo by Pablo Merchán Montes on Unsplash

Based on a weighted factor loading using Q3

Focus on **Attitudes**

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011, 54,000,000 people)



The Foodie group has clearly got a greater affection for cooking and making healthier choices.

These can be used for subsequent analysis as an additional lens through which to consider consumer responses

Note: Based on those saying these statements DEFINITELY apply (top box)

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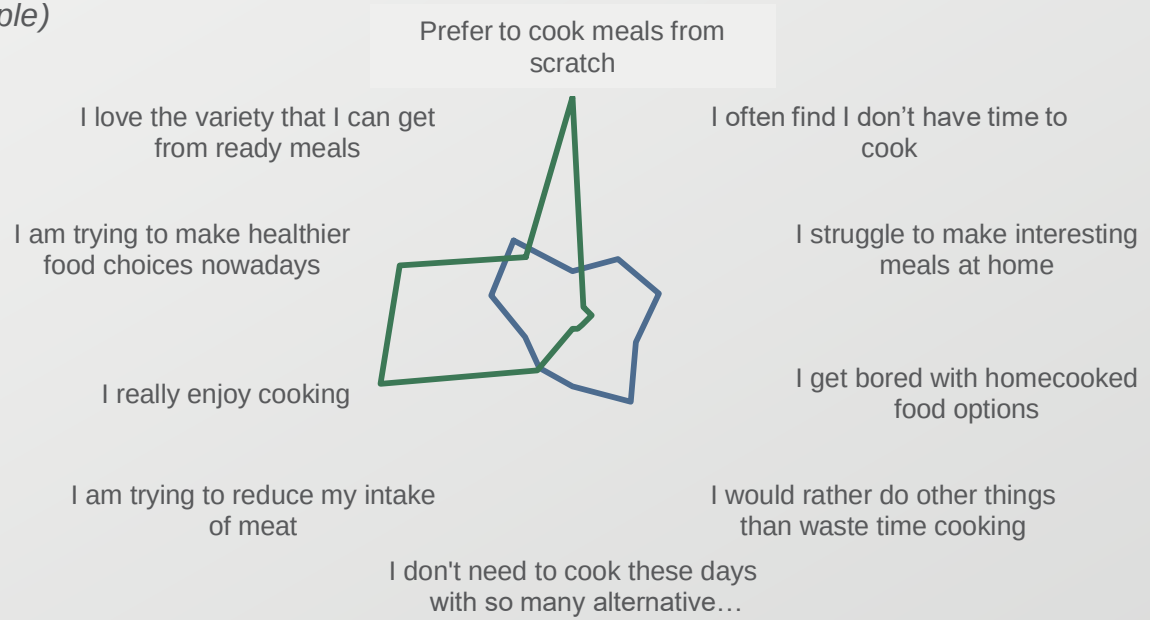
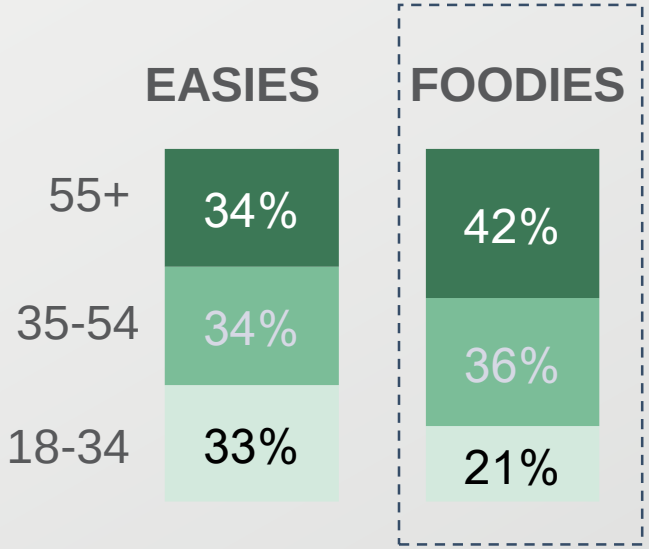
Meet the **Foodies**…. All 26m of them who regularly buy ready meals

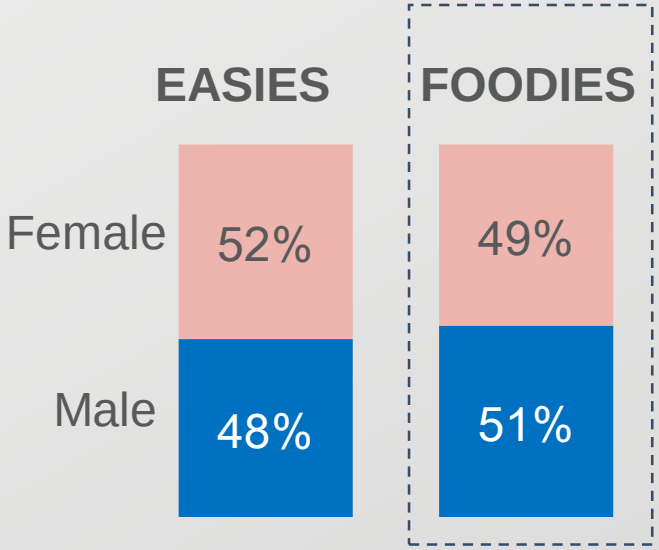
(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011, 54,000,000 people)



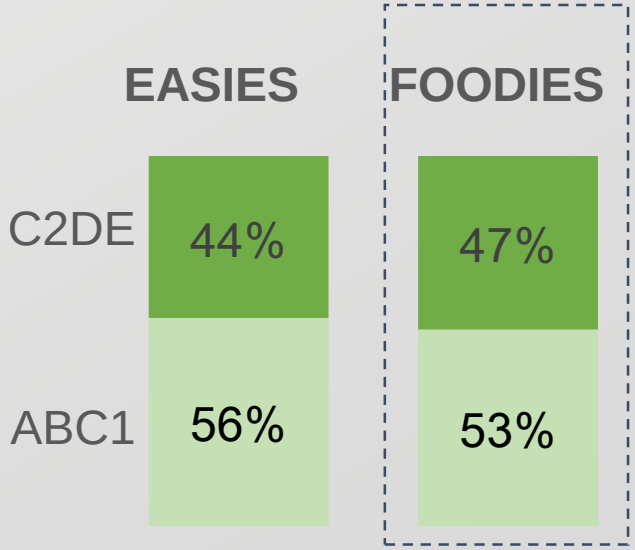




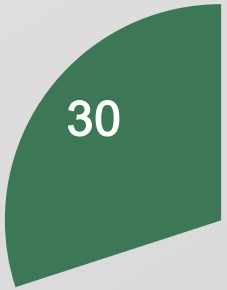
*They tend to be **OLDER***



*A little more **MALE***



*A little **LOWER** social grade*



*Just as likely to have **KIDS***

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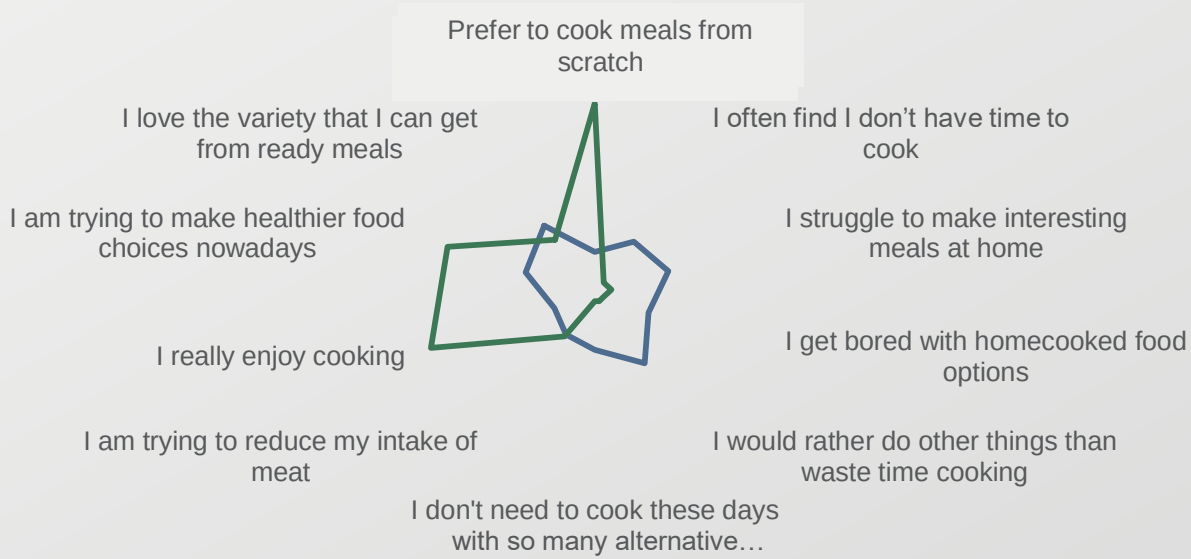
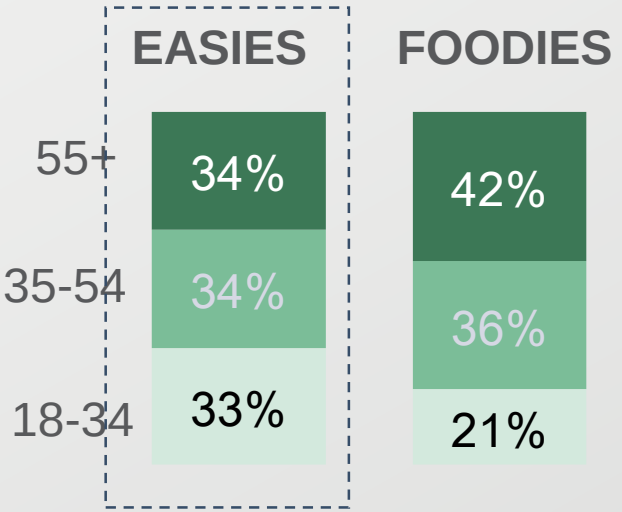
Meet the **Easies**…. All 28m of them who regularly buy ready meals

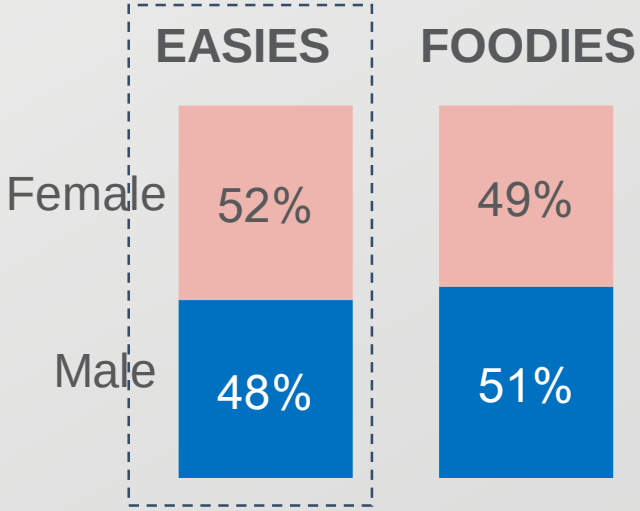
(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011, 54,000,000 people)



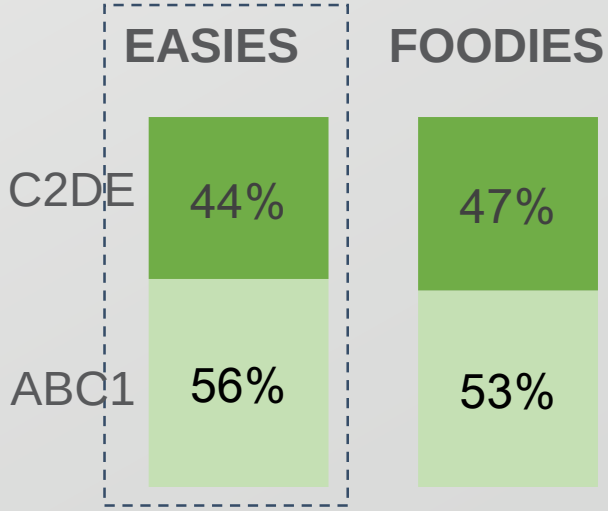




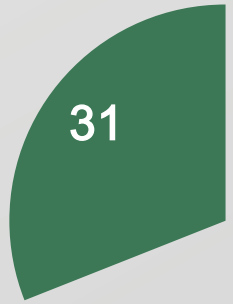
*They tend to be **YOUNGER***



*A little more **FEMALE***



*A little **HIGHER** social grade*



*Just as likely to have **KIDS***

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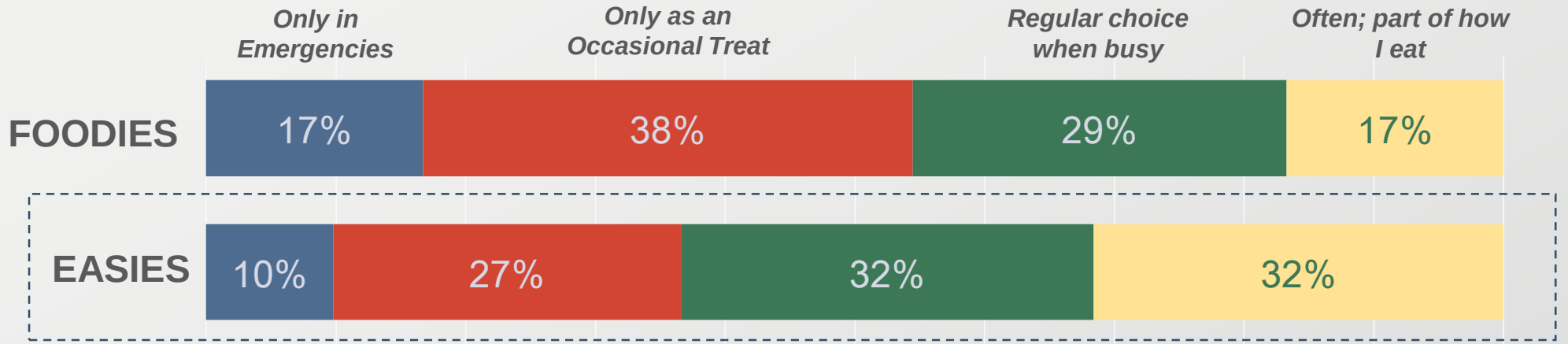
Meet the **Easies**…. All 28m of them who regularly buy ready meals

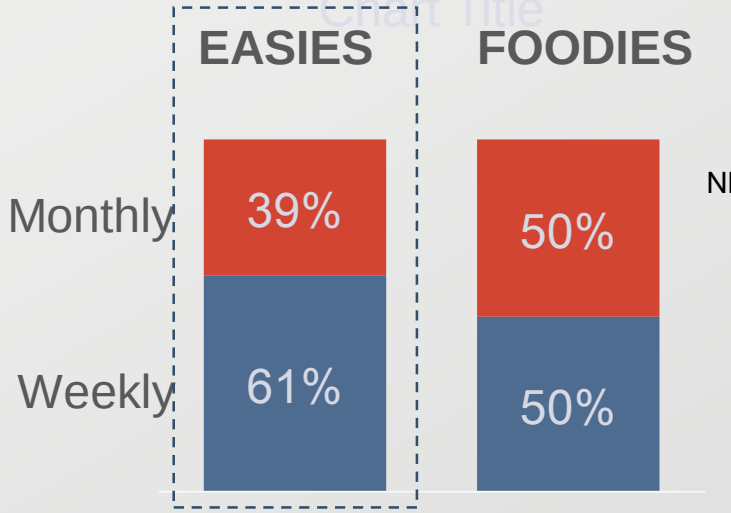
(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011, 54,000,000 people)

The Role of Chilled Ready Meals

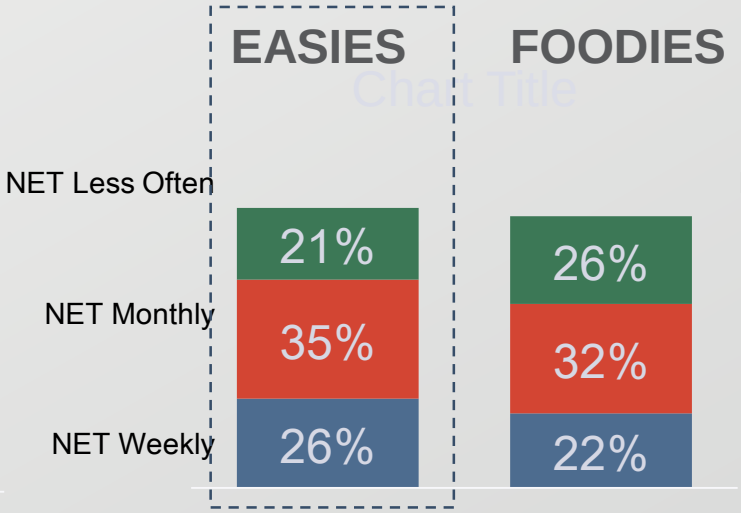


*Morel Likely to be a **STAPLE** part of their diet*

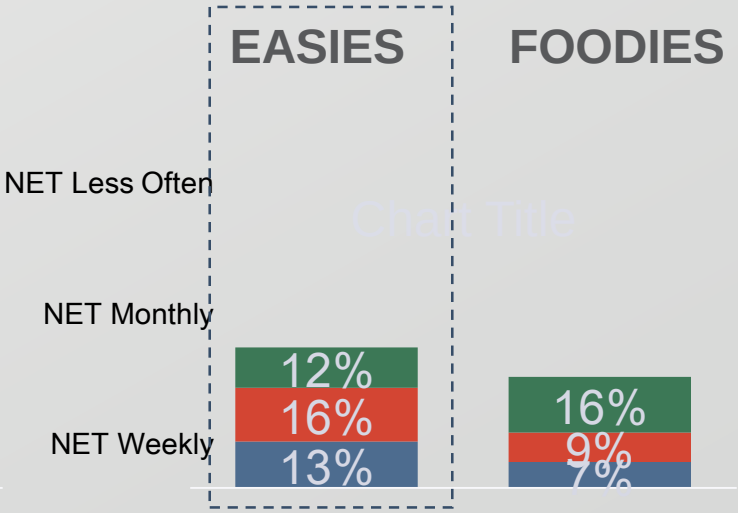
Chilled Ready Meal Buying Frequency



Takeaway Delivery Buying Frequency



Recipe Box Delivery Frequency



*They are **MORE FREQUENT** Convenience Solution Users in General*

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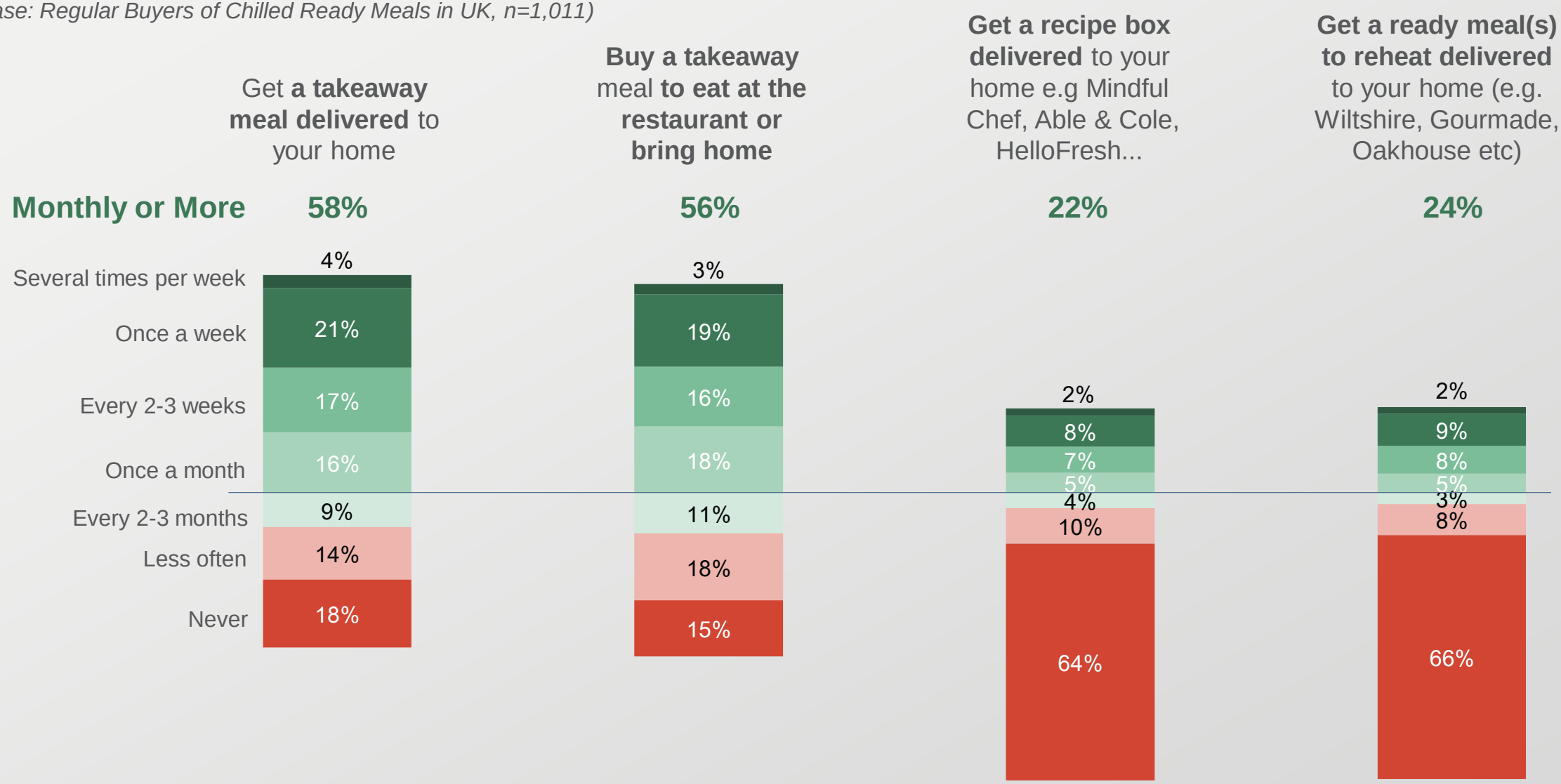
Takeaway/ Delivery Meal Type Frequency

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)



And how often, if ever do you do each of the following, if ever?

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Takeaway/ Delivery Meal Type **Future Interest**

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)

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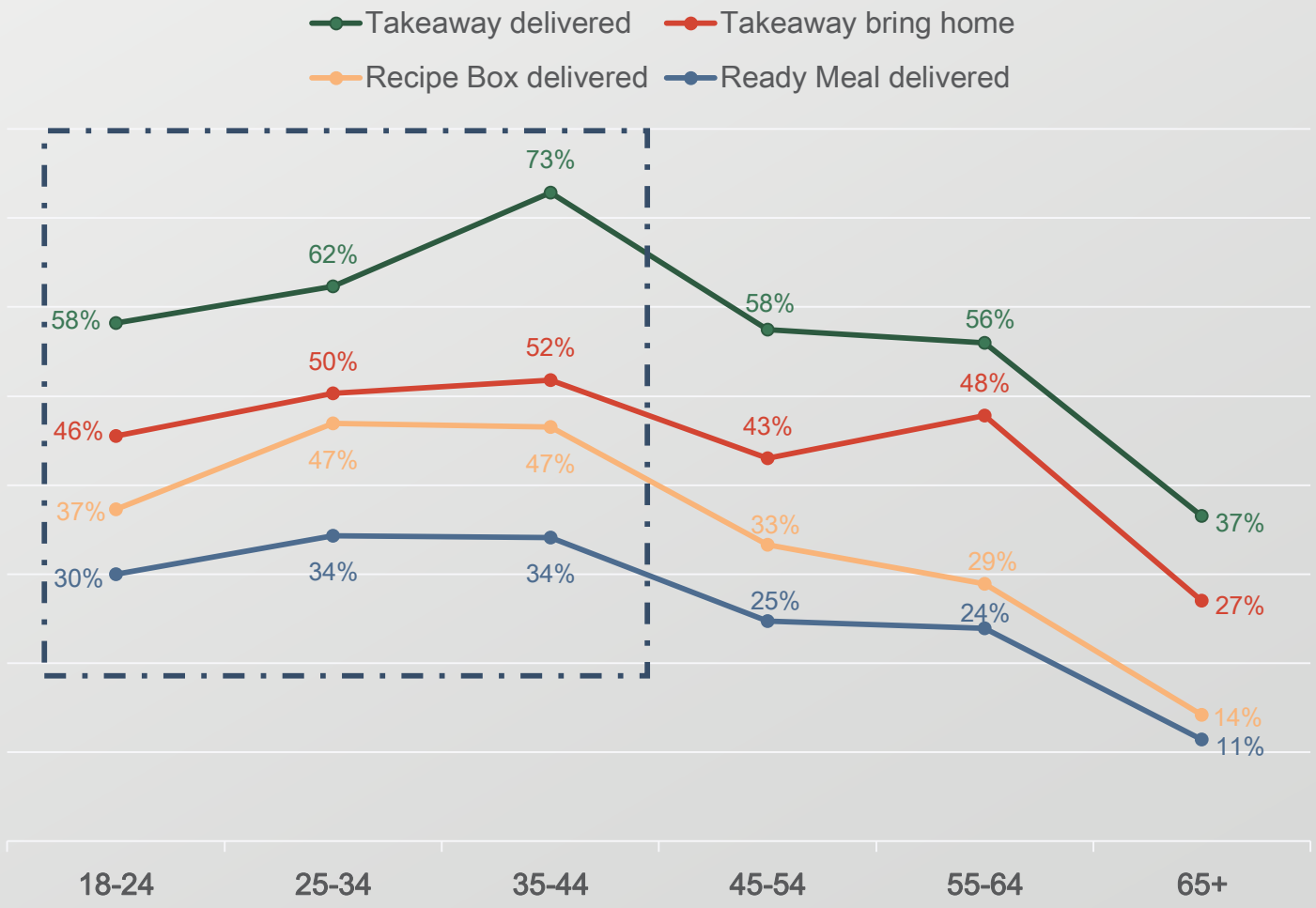

Opportunities for other convenience options are considerably higher for those aged Under 45: the key battleground

And which of these would you be interested in doing more regularly in future, if any?

Branded v PL

Finding a way to win for brands



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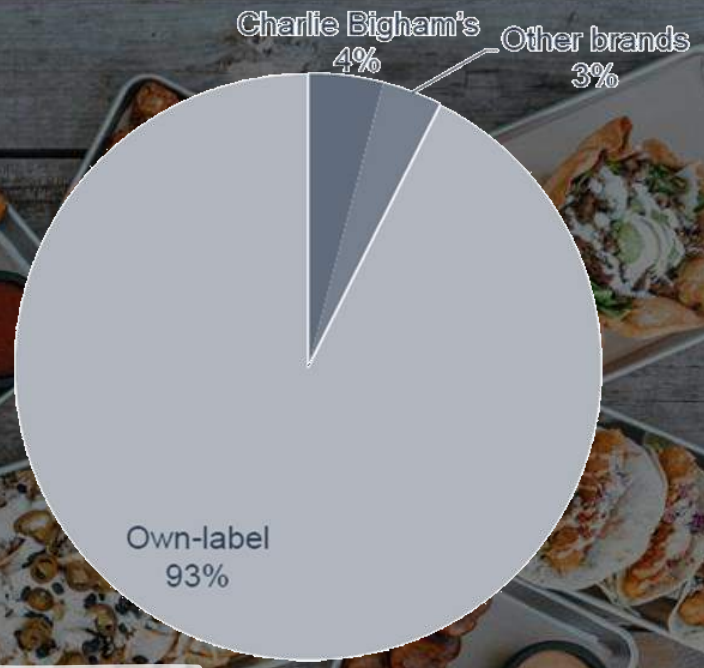
Image by Engin Akyurt from Pixabay

Branded options in chilled ready meals account for just **7% of retail value**, approx. £108m



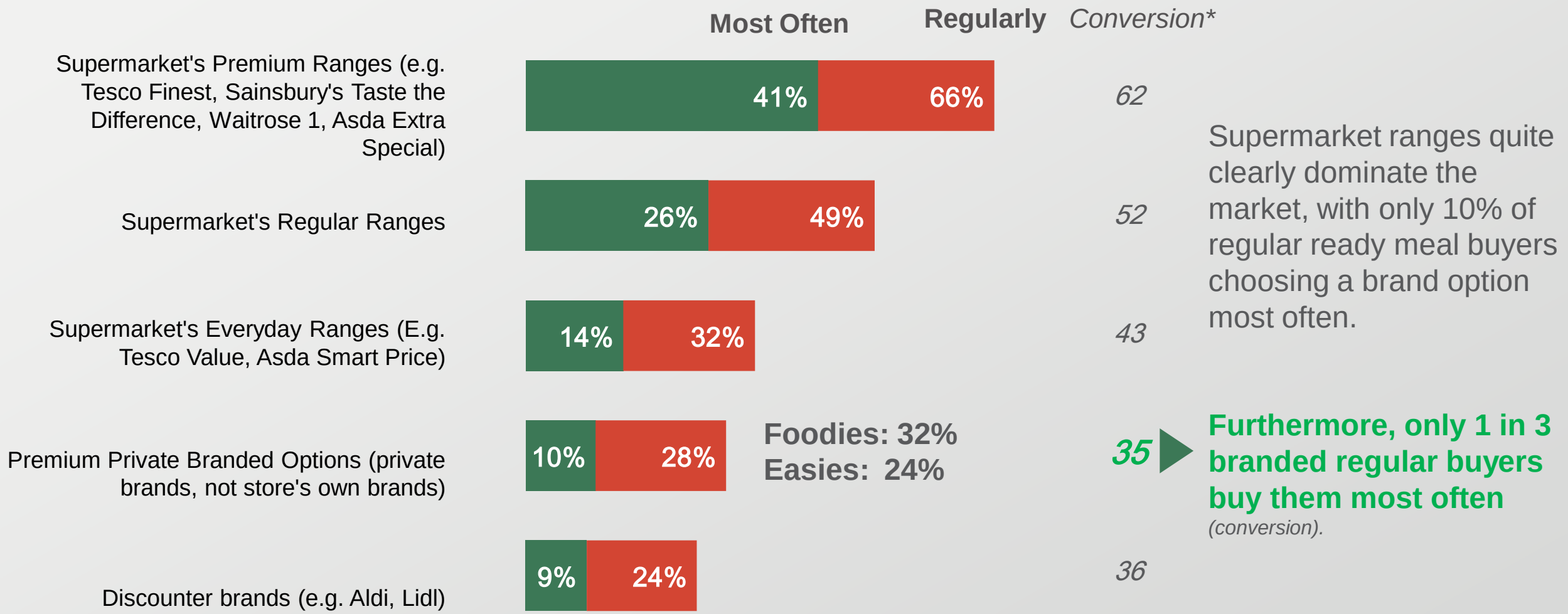
* 52 w/e 25 April 2020

Source: Based on IRI/Mintel

Photo by Spencer Davis on Unsplash

Store Brand Ranges v Branded

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)



Supermarket ranges quite clearly dominate the market, with only 10% of regular ready meal buyers choosing a brand option most often.

Furthermore, only 1 in 3 branded regular buyers buy them most often *(conversion).*

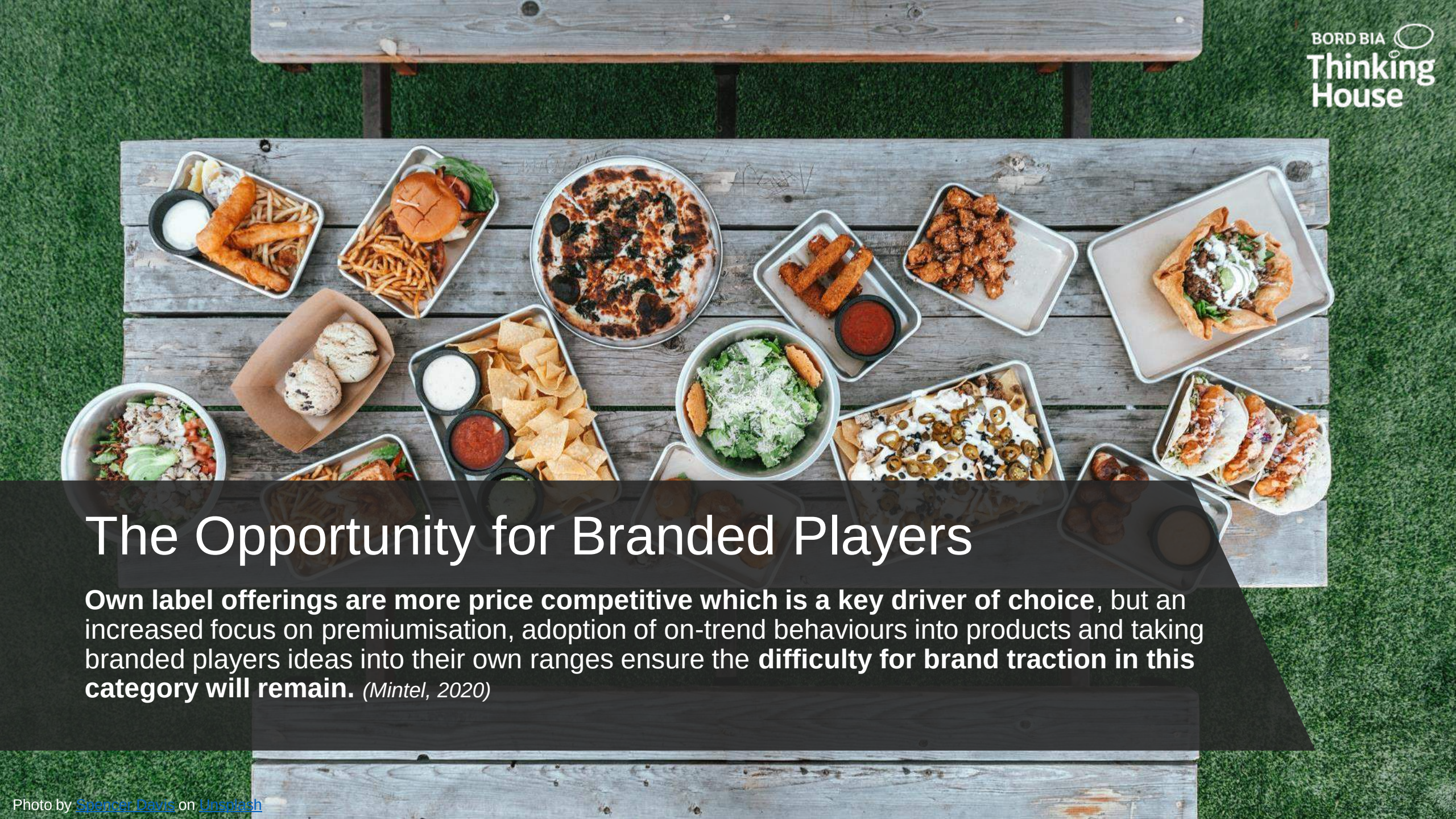
** Conversion = % Most Often Buy / % Regularly Buy*

The lines between supermarket and private brands are blurring





Photo by Bruno Nascimento on Unsplash; Product Image Source: GNPD



The Opportunity for Branded Players

Own label offerings are more price competitive which is a key driver of choice, but an increased focus on premiumisation, adoption of on-trend behaviours into products and taking branded players ideas into their own ranges ensure the **difficulty for brand traction in this category will remain.** *(Mintel, 2020)*

Photo by Spencer Davis on Unsplash



Cost is cited as the biggest barrier to increased chilled ready meal buying in the UK; a factor for **46% of shoppers**

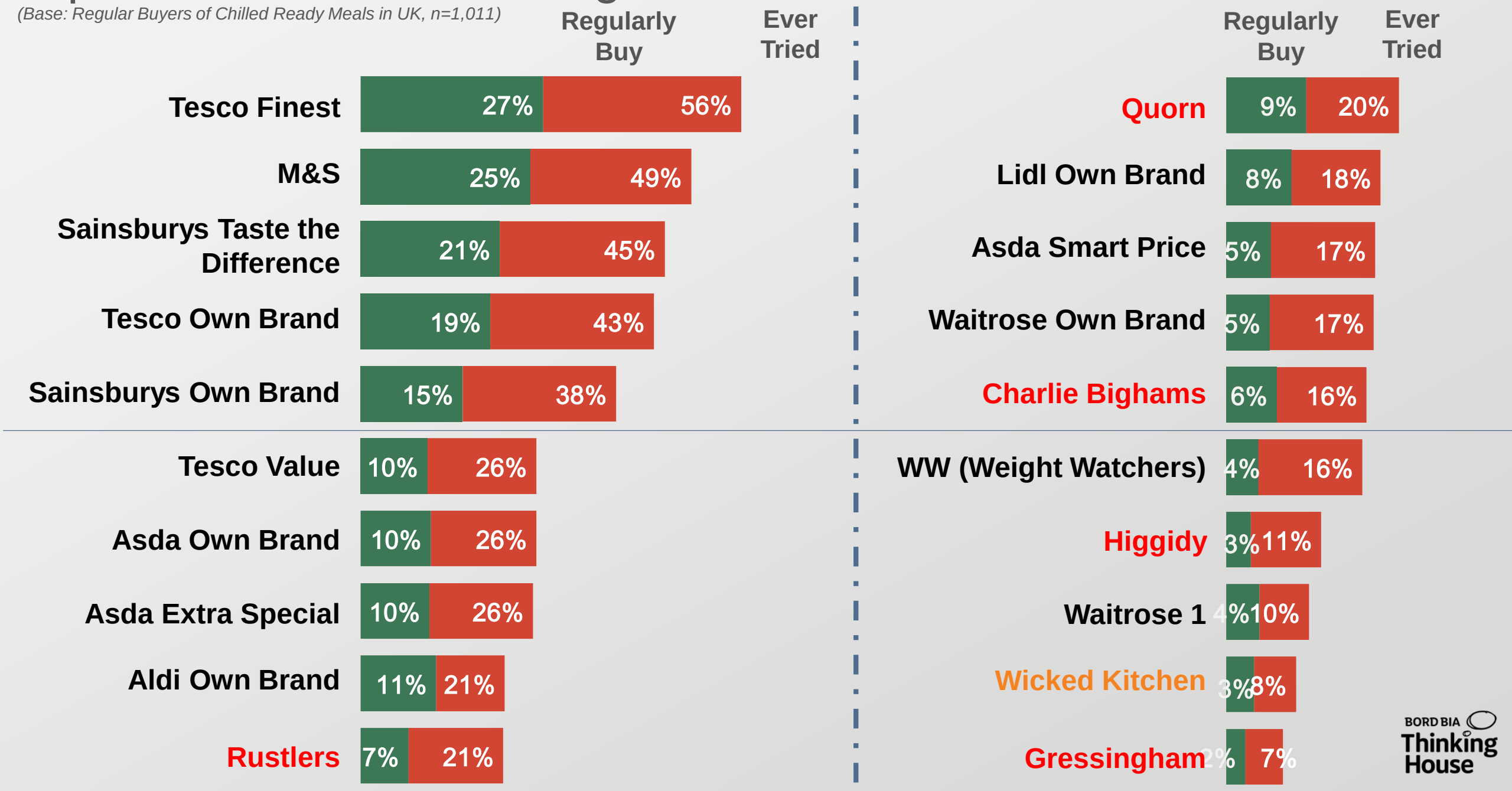
Bord Bia/Opinions, 2020

According to Lightspeed/Mintel, cost is a priority for 67% of shoppers when choosing ready meals

Photo by Nick Fewings on Unsplash

Top 20 Choices; confirming the dominance of PL

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)



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Top **PREFERRED** Choices

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)

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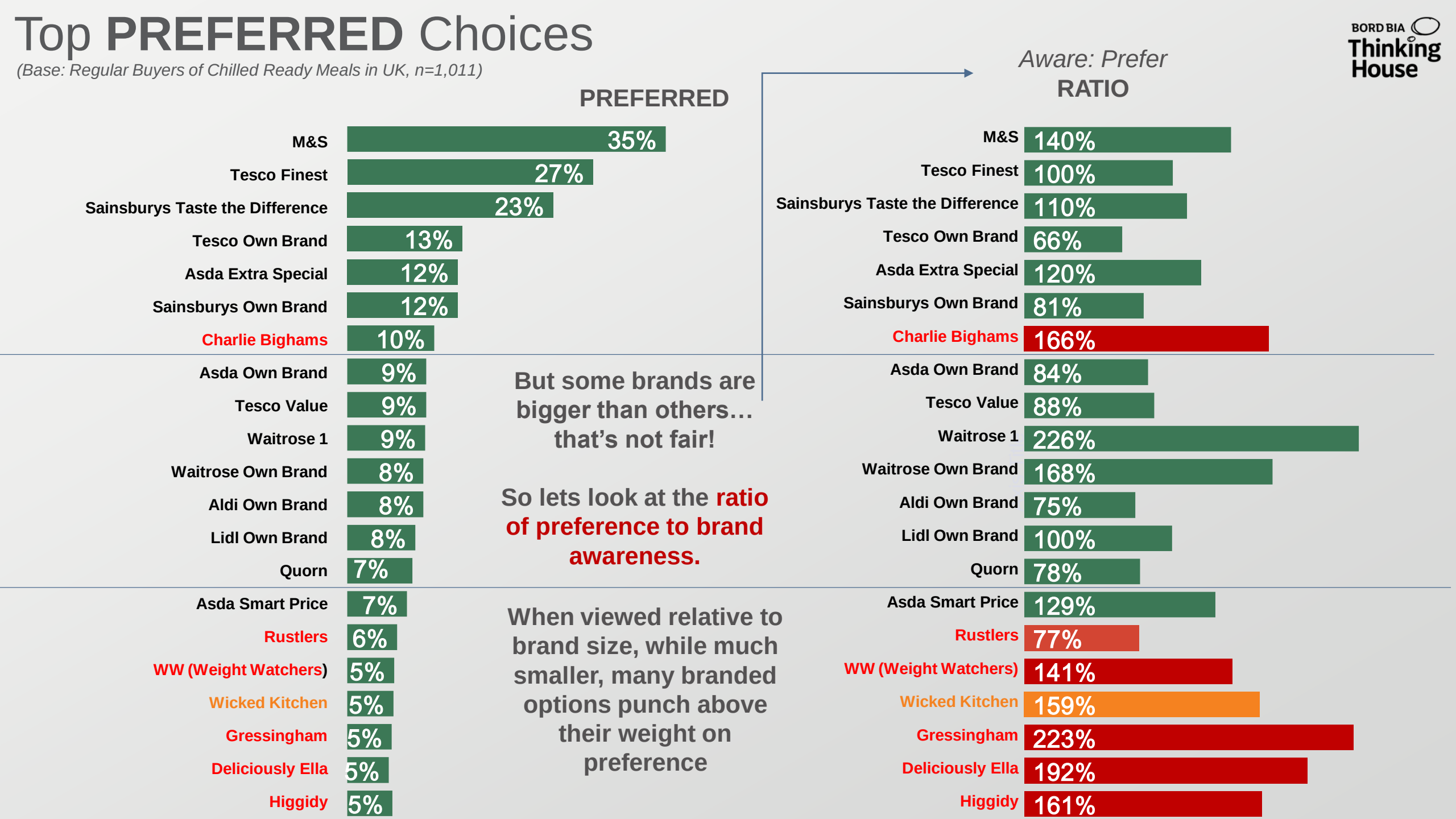

But some brands are bigger than others… that's not fair!

So lets look at the **ratio of preference to brand awareness.**

When viewed relative to brand size, while much smaller, many branded options punch above their weight on preference

Top **PREFERRED** Choices

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)

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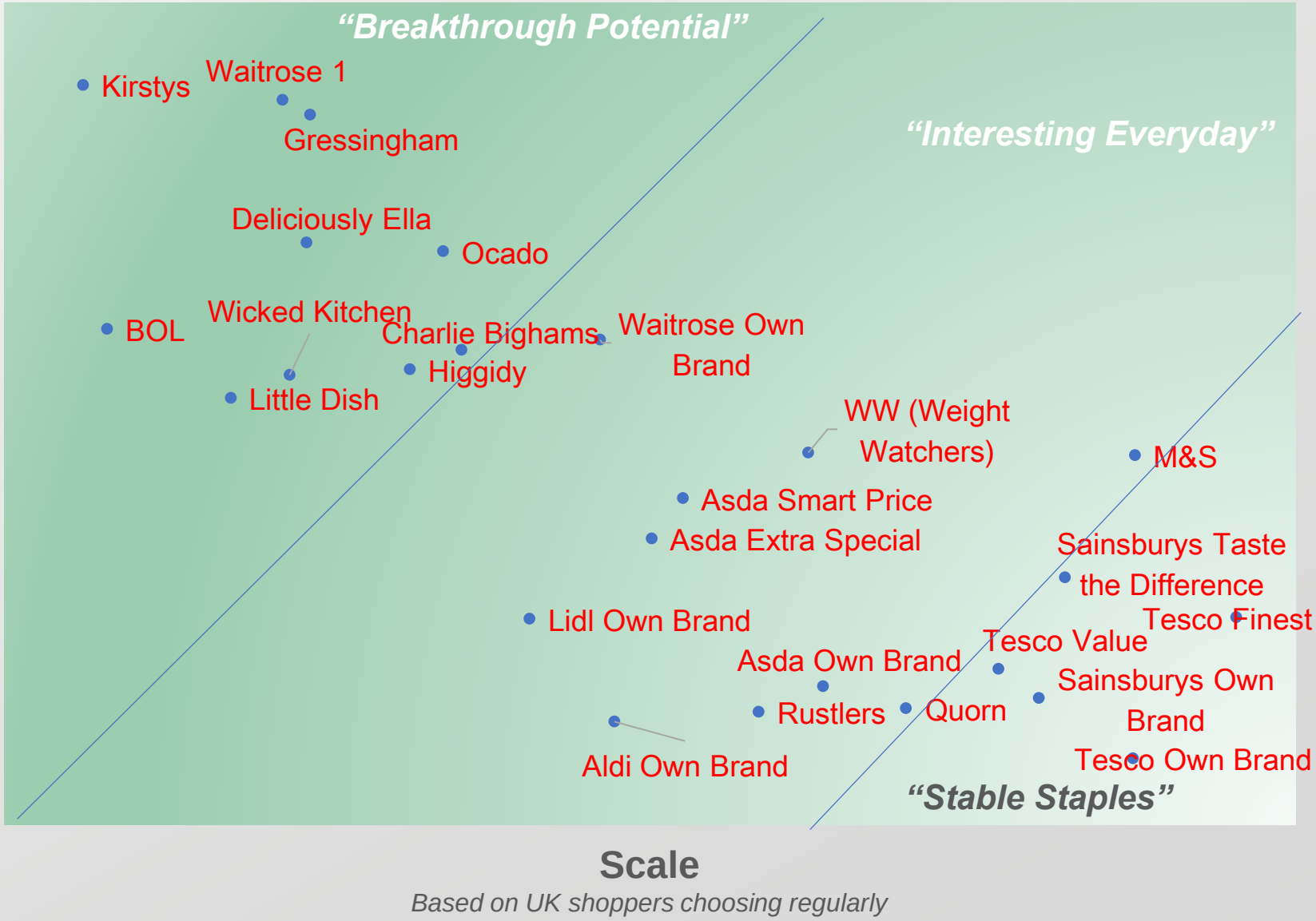
When mapped relative to the market the brands demonstrate disproportionate preference & growth potential…. But price is a barrier of course.

Brands need to increase their marginally utility value of their proposition to a justify necessary premium



Influences On Choice



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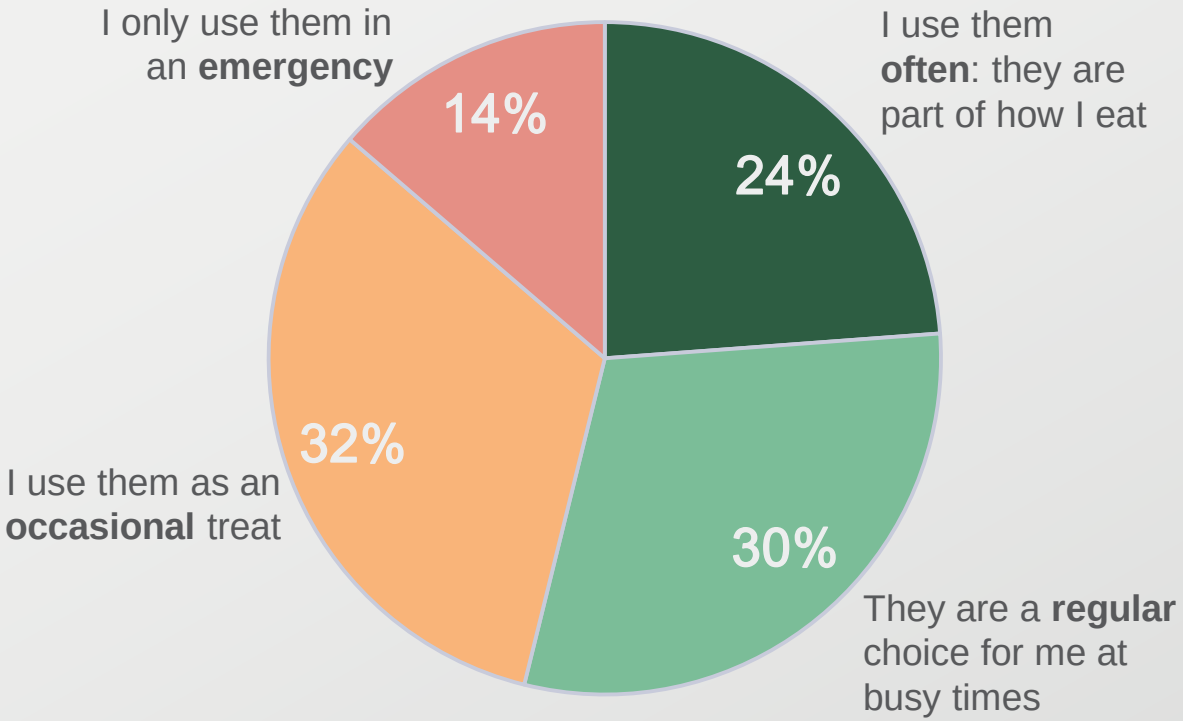
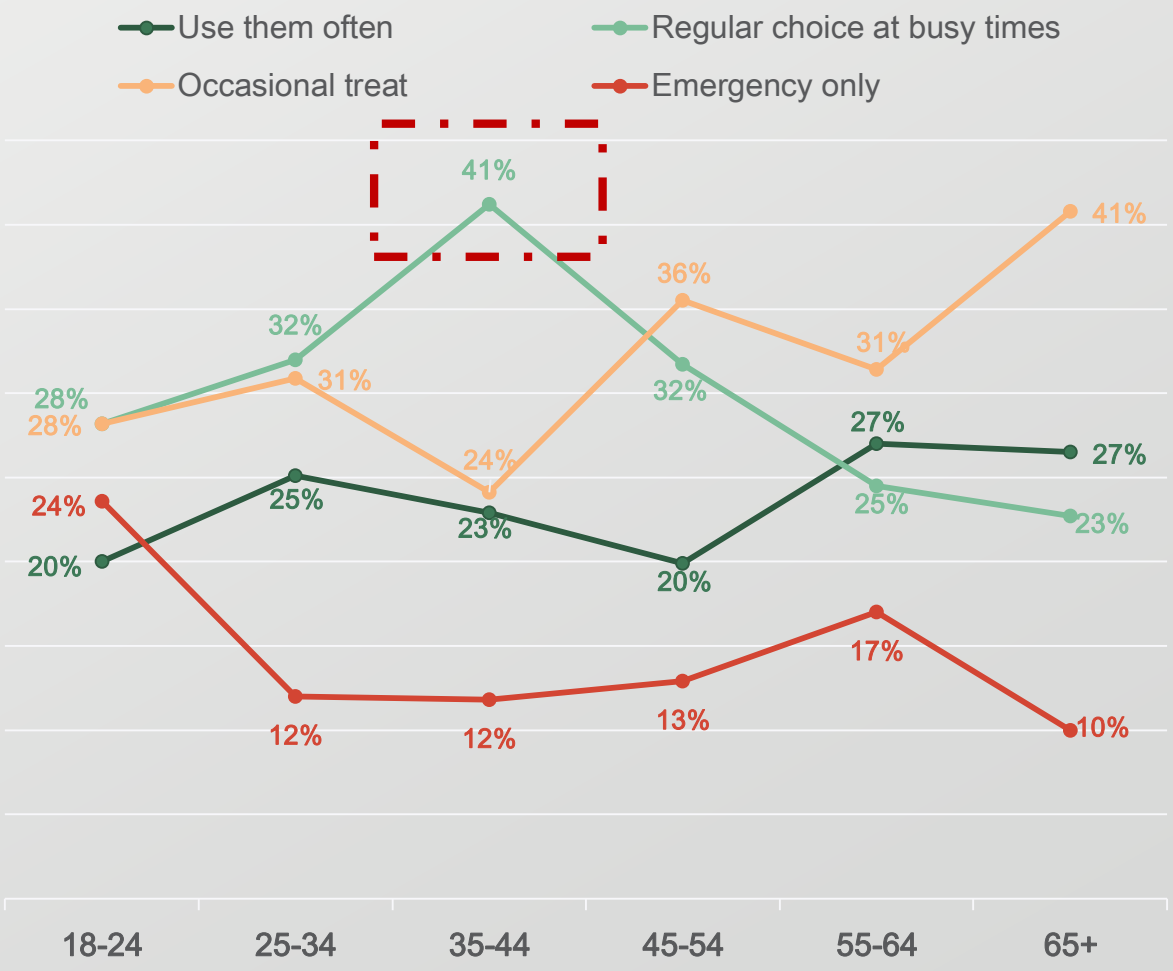
Image by Engin Akyurt from Pixabay

How they use Chilled Ready Meals

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)





Which of these options best characterises your use of Chilled Ready Meals?

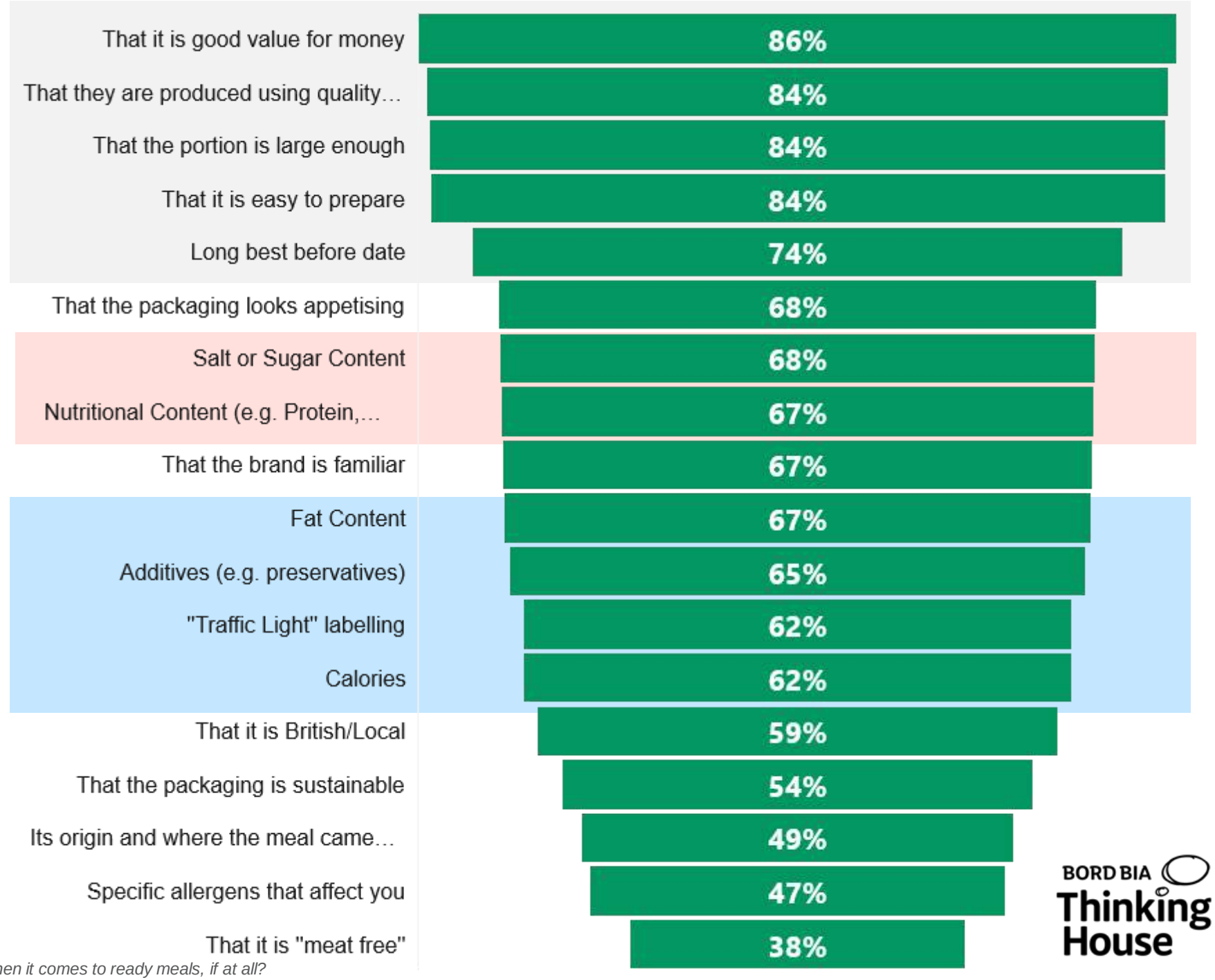
Choice Factors

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011), 54m

Here we see the claimed influences on choice when it comes to chilled ready meals…

But not everyone has the same influences and priorities.

Note: Based on those saying it definitely or somewhat influences their choice.



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And to what extent would each of these things influence your choice when it comes to ready meals, if at all?

Drivers of Choice: Groupings

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)

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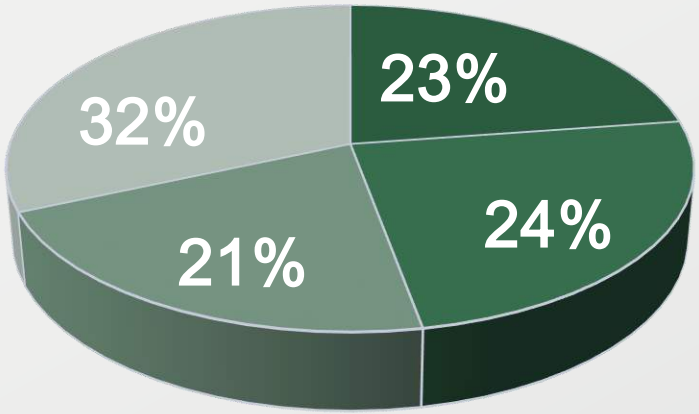
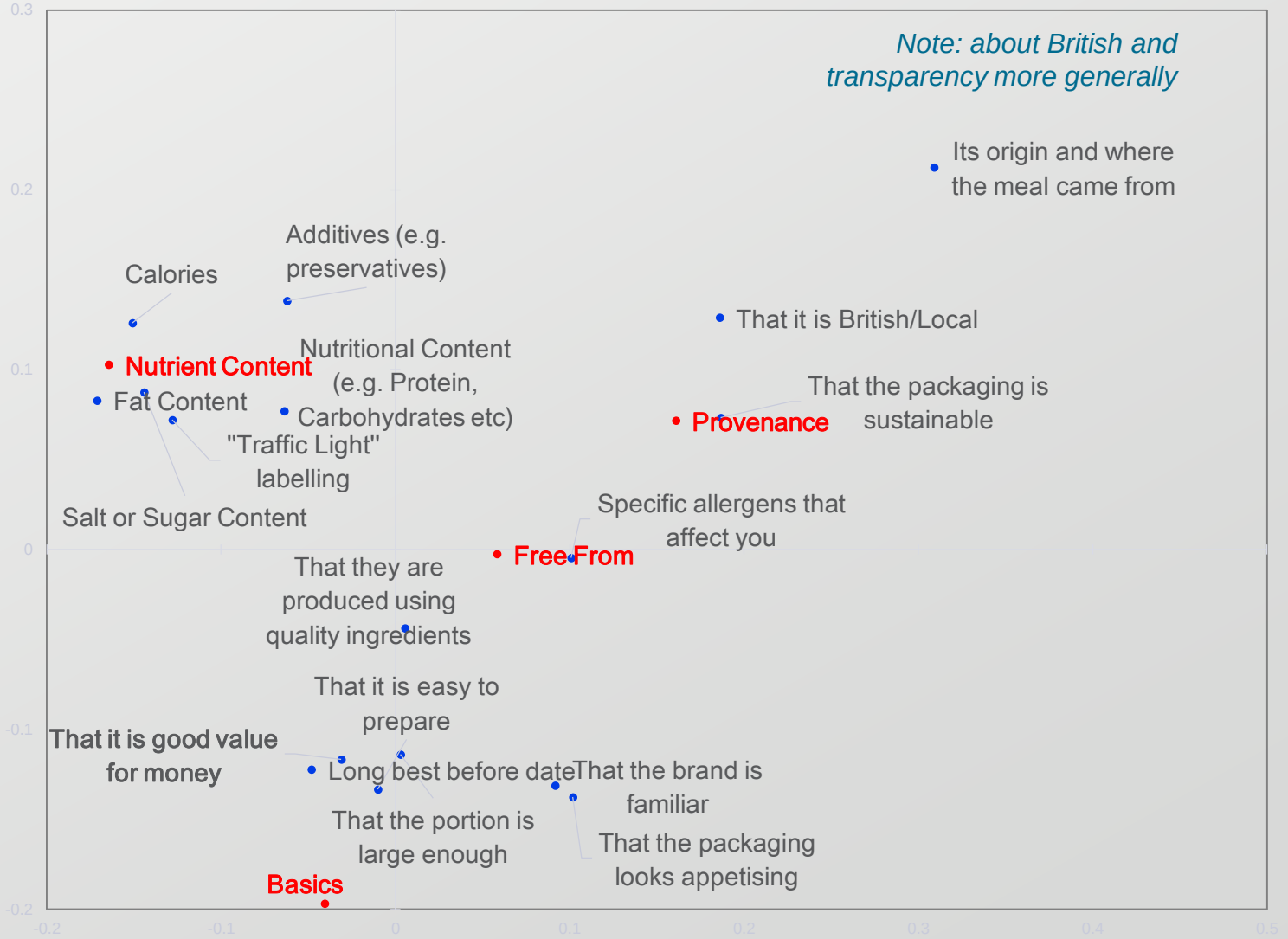


In line with the response to "Keep it simple" and evident concerns around additives, the most prevalent grouping are those seeking fewer additive, fat and calories

Mind-mapping the groupings….



(Source: Bord Bia/Opinions, 2020)
(Based on Weighted Factor Analysis)

Profiling Choice Groups: Some Headlines

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)

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Metric		Nutrient Content	Basics	Provenance	Free From
AGE GROUP	NET 18-34	19%	18%	**34%**	**35%**
	NET 35-54	30%	**40%**	34%	39%
	NET 55+	**52%**	42%	32%	26%
SEX	Male	47%	**56%**	48%	50%
	Female	53%	44%	52%	50%
Typology	Easies	38%	52%	51%	59%
	Foodies	62%	49%	49%	41%
	As we have seen previously, the health focus sharpens with age and more ethical concerns prevail among the younger age cohorts. Likewise there is a more functional relationship among the middle/family ages, which we see evidence of elsewhere in this study.				



Unlocking Growth

What is holding us back?

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Image by Engin Akyurt from Pixabay



36% sometimes feel guilty when they eat ready meals

(Bord Bia/Opinions, 2020)

44% of consumers feel ready meals are too unhealthy to eat more than once a week.

(Mintel, 2020)

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Photo by Isabella and Louisa Fischer on Unsplash

But, **86%** believe the Chilled Ready Meals have **improved in recent times**



(Bord Bia/Opinions, 2020)

So what's holding them back?

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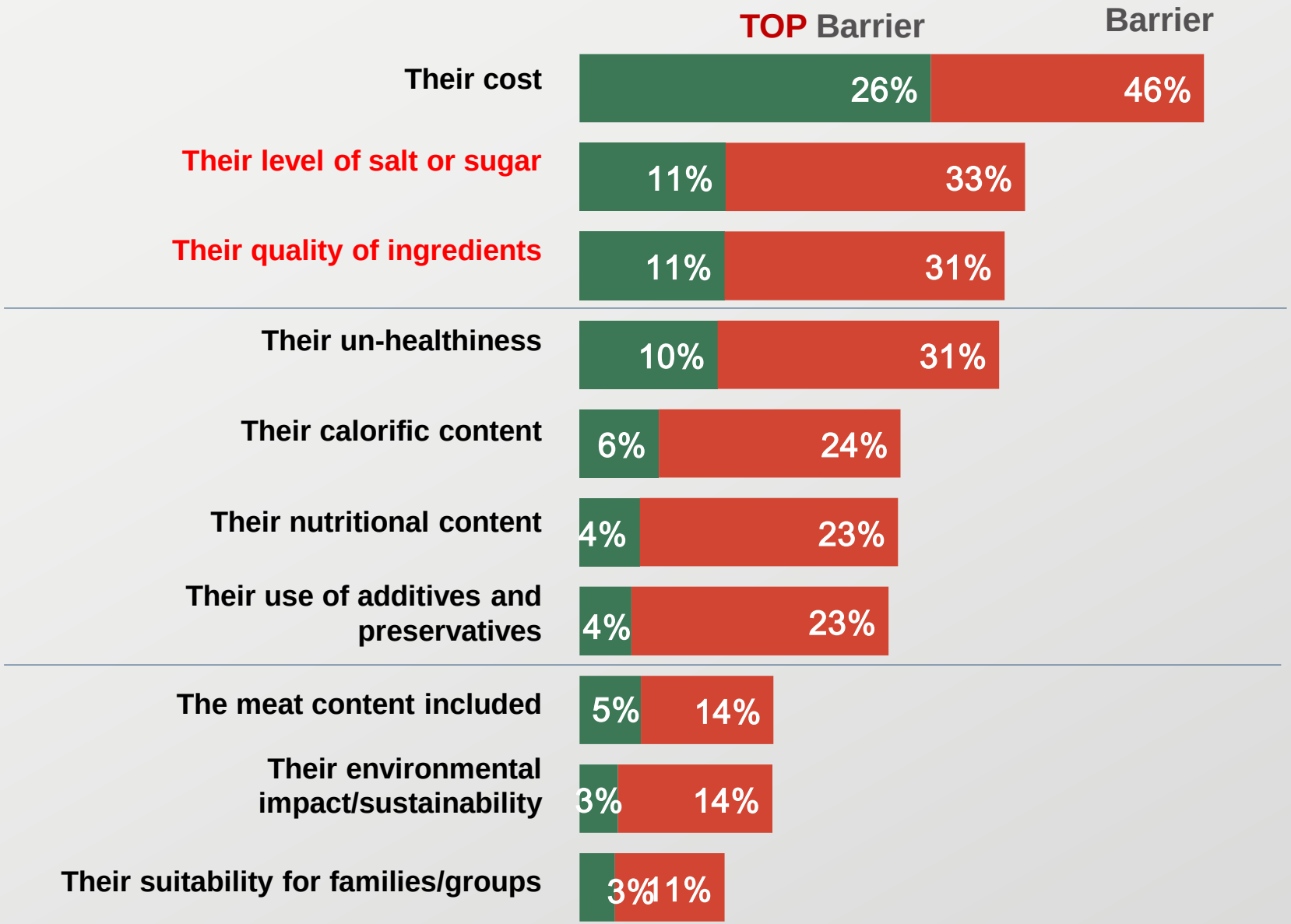
Photo by Ian Taylor on Unsplash

Barriers to Consumption

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)



Younger consumers are disproportionately concerned with health, environment and meat content.

Middle age with calories and additives

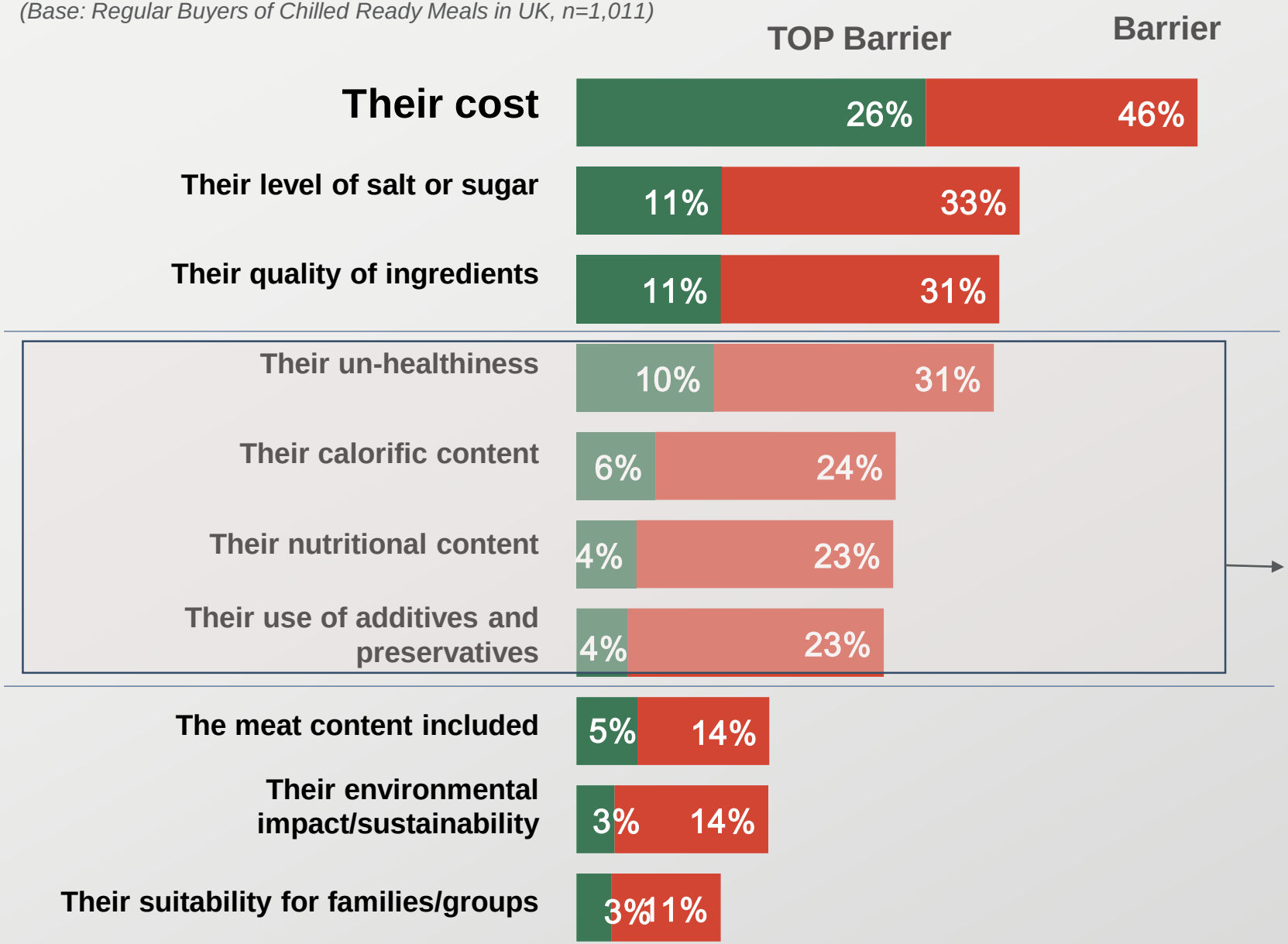
Older age groups with salt, sugar and additives

And families with the suitability for their lifestyles…

Q23. Which of these factors limit your buying of chilled ready meals, if any?

Barriers to Consumption

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)



The biggest limiting forces for chilled ready meal in the UK are their perceived cost and continued mainstream perceptions around health and nutritional value.

35% were planning to reduce their ready meal consumption this year. More than half cutting back because they feel the products are too processed
(Streetbees, 2020)

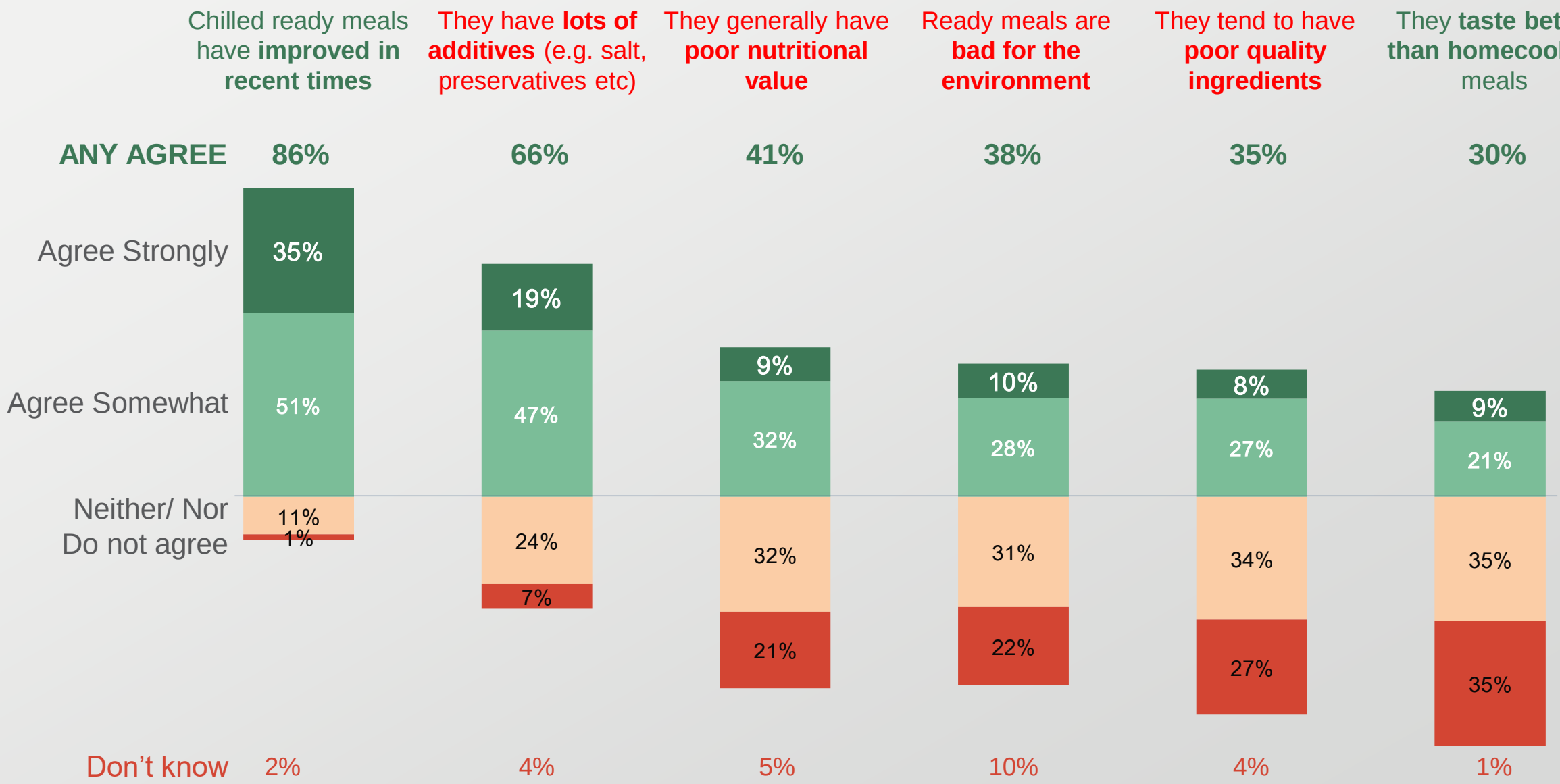
According to Mintel/Lightspeed 44% say that healthiness is a key consideration in choosing Ready meals

Q23. Which of these factors limit your buying of chilled ready meals, if any?

Attitudes To Ready Meals (Selected Items)

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)

BORD BIA Thinking House

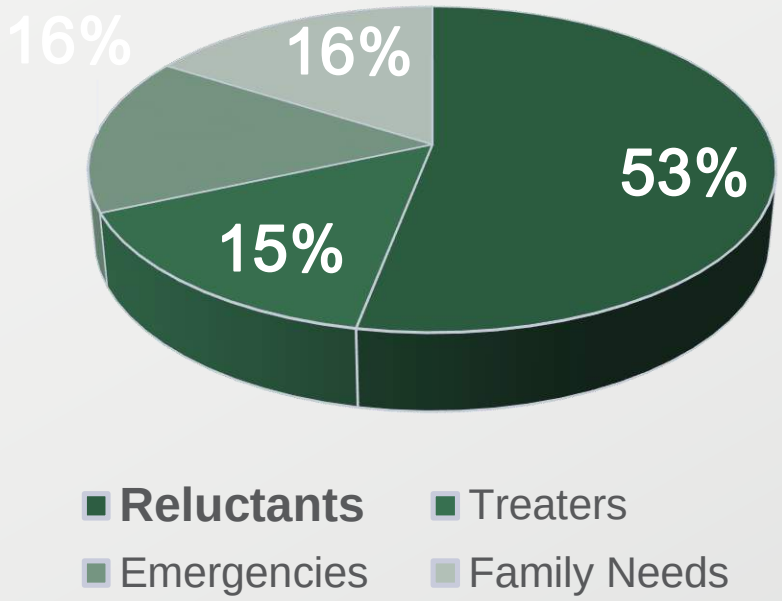


Here are some things that other people have said about chilled ready meals, for each of these can you please say whether you agree or disagree?

Attitudinal Cohorts

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)

BORD BIA Thinking House

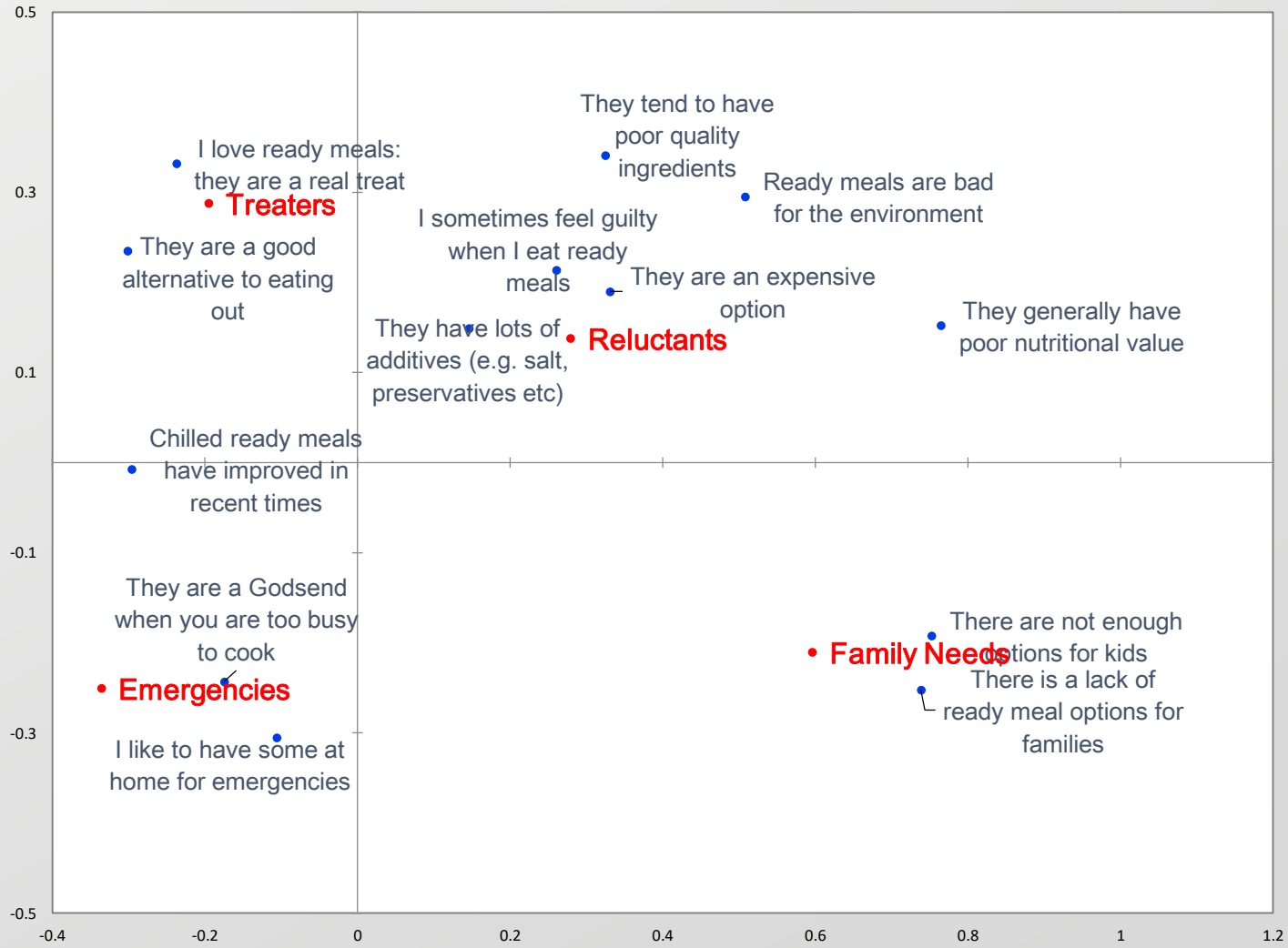


Over half fall into a reluctant group, characterised by a wariness of ready meals and sometimes guilt for consuming them.

(Source: Bord Bia/Opinions, 2020)

(Based on Weighted Factor Analysis)

Mind-mapping the groupings….





BORD BIA Thinking House

So around half of our buyers are reluctant…

So what can we do to unlock growth?

(Bord Bia/Opinions, 2020)

Photo by Priscilla Du Preez on Unsplash

BORD BIA Thinking House

"As a sector, our biggest challenge is to change the perception of a lack of quality"

Jason Manly: Head of Marketing, Youngs (via the Grocer)

There are four zones we want to explore further that play into that space…

Cleaning Up

Premiumisation

Plant Power

Closer to Scratch



Cleaning up Ready Meals

BORD BIA Thinking House

Photo by Gil Ribeiro on Unsplash

Cleaning up Ready Meals

BORD BIA Thinking House

"As a sector, our biggest challenge is to change the perception of a lack of quality"

Jason Manly: Head of Marketing, Youngs (via the Grocer)

Despite the majority of UK buyers feeling that Chilled Ready Meals have improved in recent years, there is still a **strong perception held by many that Chilled Ready Meals are too full of additives** with many current buyers feeling the ingredients used are sub standard and poor nutritionally.

65% of UK Chilled Ready Meal Buyers feel they contain lots of additives like sugar and salt

42% of UK Chilled Ready Meal Buyers believe they have poor nutritional value

36% of UK Chilled Ready Meal Buyers believe they have poor quality ingredients

Source: Opinions, 2020

Photo by Gil Ribeiro on Unsplash

Cleaning up Ready Meals

BORD BIA Thinking House

Much of this limitation in purchase can be addressed by ‘cleaning up’ ready meals via better communication on pack and tapping into current shopping behaviours that can position the category in a more favourable and relevant light.

LOW SALT CONTENT AS A CLEAR BENEFIT

Few if any Chilled Ready Meal products on shelf across UK retailers specifically call out on pack their low salt content.

Mintel (2019) cites that 69% of consumers agree that food manufacturers have a responsibility to make unhealthy food healthier. Brands whose products already contain lower levels of salt should benefit from bringing attention to this on-pack.

Heinz has seen that the 50% less salt and sugar format now contributes to 23% of their total beans sales (Food Navigator, 2020)

In essence this comes across as making a product ‘less bad’ but has had clear commercial gains for companies refining their products in this space as well as the potential to not distract too much from the typical category buyer.

DIALLING UP THE IMMUNE BOOSTING INGREDIENTS

Rather than supplementing meals with various foods that can help fight infections *(and Covid-19 in particular)*, many companies are dialling up the immune boosting benefits within their products.

1 in 5 of UK grocery shoppers are choosing foods that boost immunity more often as a result of Covid-19 (Bord Bia Indicators, 2020)

There has been much noise in the UK media of late around the benefits of Vitamin D in helping human defences – especially given that 1 in 5 UK adults are deficient in Vitamin D.

Meals that contain natural sources of Oily Fish, Red Meat and Eggs can leverage the natural Vitamin D inclusion to show shoppers that these ready meals are being ‘cleaned up’.

Photo by Martin Adams on Unsplash

LOOKING TO THE FUTURE

Inspired By Dynamics



BORD BIA Thinking House

Image by Engin Akyurt from Pixabay

Exploring Futures

We explored a number of potential Ready Meal futures based on our observations

Indulgent

Keep It Real

Keep It Easy

Functional



Reflects the desire for balance between what's healthy and nutritious with what's fun and indulgent



All out joy of food, with more emphasis on the essence of ready meals and less as part of a pleasurable diet



With a focus on better for you, this is about ingredients and their role in human, animal and planetary health



There to do a particular job for a particular occasion; problem solving for specific cohorts.

BORD BIA Thinking House

KEEP IT SIMPLE

We all love chilled ready meals, but you're never sure what's really in them.

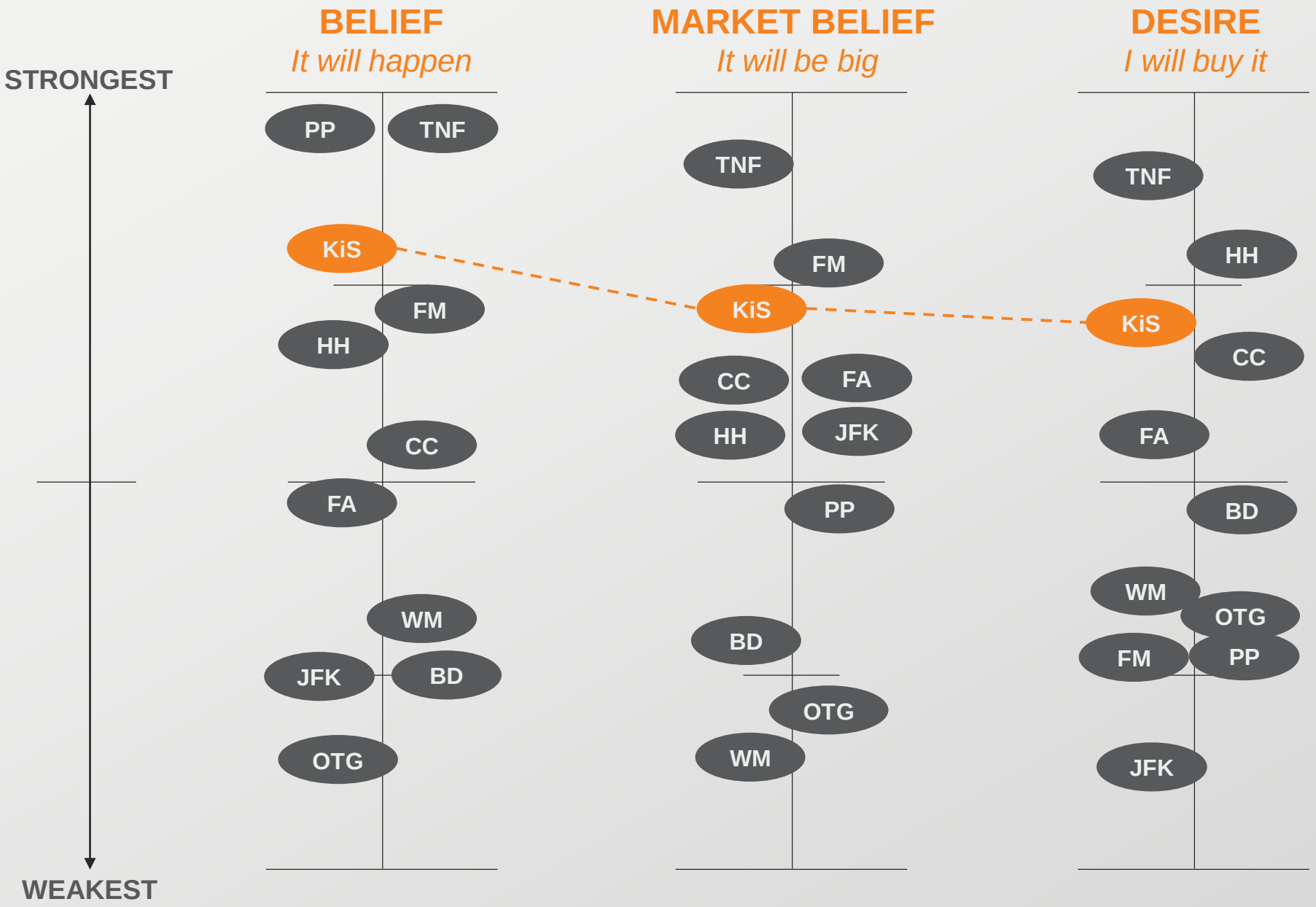
With this new range of great tasting favourites, we are committed to using only natural ingredients, with no artificial colours or preservatives.

With a variety of Italian and Asian cuisines, we bring you the future of chilled ready meals using only ingredients you know, so you can enjoy them even more.

Photo by Louis Hansel @shotsoflouis on Unsplash

Futures Performance – **Keep it Simple**

BORD BIA Thinking House



KEY

- PP — PLANT POWER
- TNF — THE NATION'S FAVOURITE
- KiS — KEEP IT SIMPLE
- FM — FAMILY MEALS
- HH — HELPING HAND
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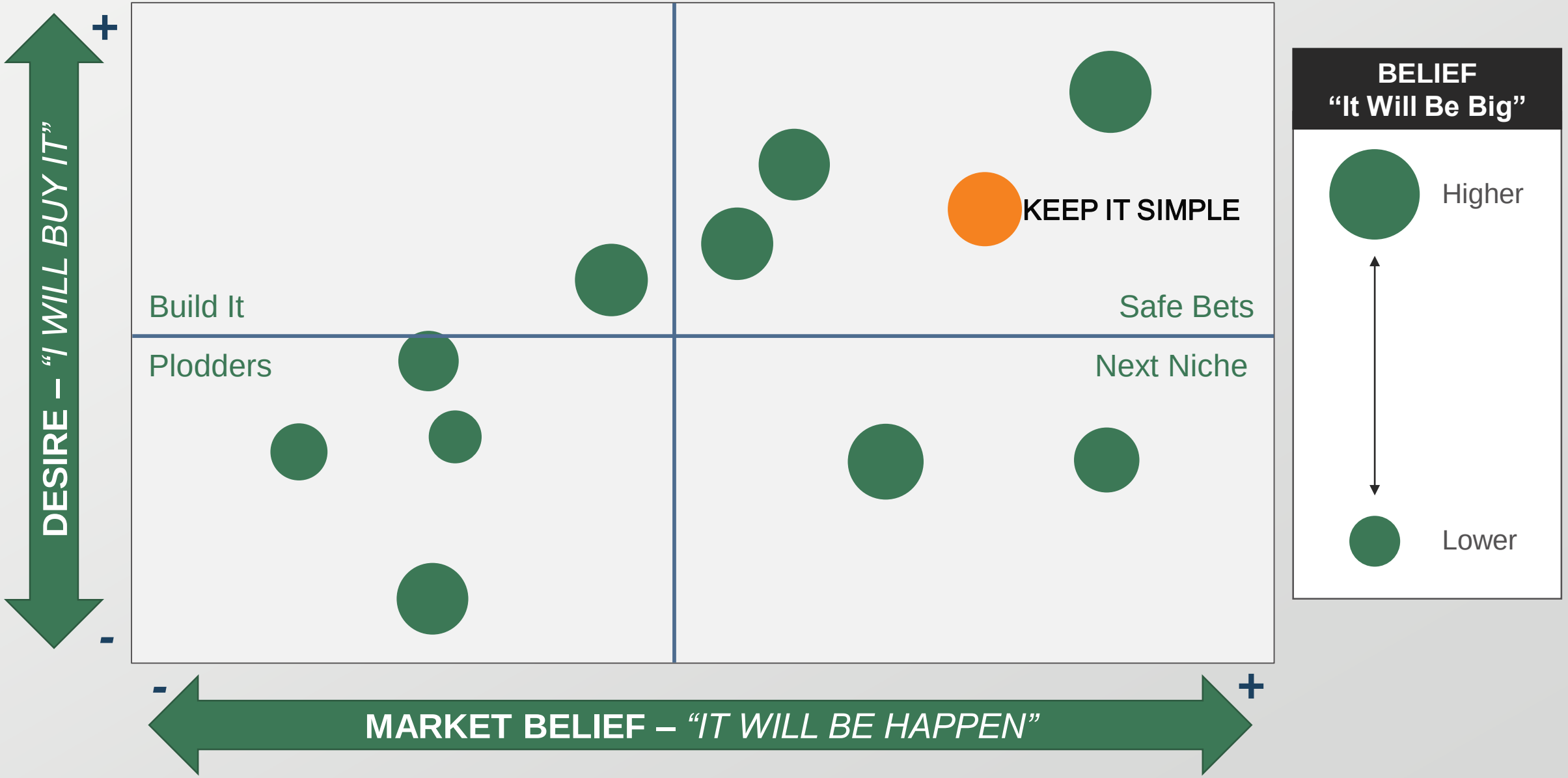
Futures Mapping – All Chilled Ready Meals Buyers



KEEP IT SIMPLE

BORD BIA Thinking House



BELIEF	MARKET BELIEF	DESIRE
It will happen	*It will be big*	*I will buy it*
67 %	63 %	63 %
#3/11	#3/11	#3/11

For 'Keep it Simple' is likely to become a regular choice and one of the highest futures at delivering mass appeal.

BACKING THIS FUTURE



#4/11

SUPPORTED BY

The desire for **lower levels of salt and sugar** and **more transparency** around what goes into chilled ready meals.

RESONATES WITH

Among **under 45's** in particular, especially **male in family life-stages** who show greater regular adoption potential.

MAPPING THE FUTURE



Keep it Simple emerges as a **Safe Bet** for future development.

OVERALL PREFERENCE

#3/11



Brand: BOL

Origin: UK

Description: This product contains flavours to recreate warm sun soaked moments.



Brand: Pollen + Grace

Origin: UK

Description: This product is high in vitamin A and vitamin C, is a source of zinc which contributes to the normal function of the immune system.

Product Image Source: GNPD

BORD BIA Thinking House

Premiumisation

Elevating Ready Meals



Image by Engin Akyurt from Pixabay

BORD BIA Thinking House



"We offer something different in the market by challenging people's preconceptions on what ready meals can offer," he says. "That focus on quality will be key in getting the likes of chilled own-label ready meals back in growth in the year ahead."
Patrick Cairns CEO Charlie Bighams

"**A focus on very low price points on very low-quality products very quickly spirals to nowhere**. The way for the category to grow is through quality and promoting the idea that convenience doesn't have to equal compromise."

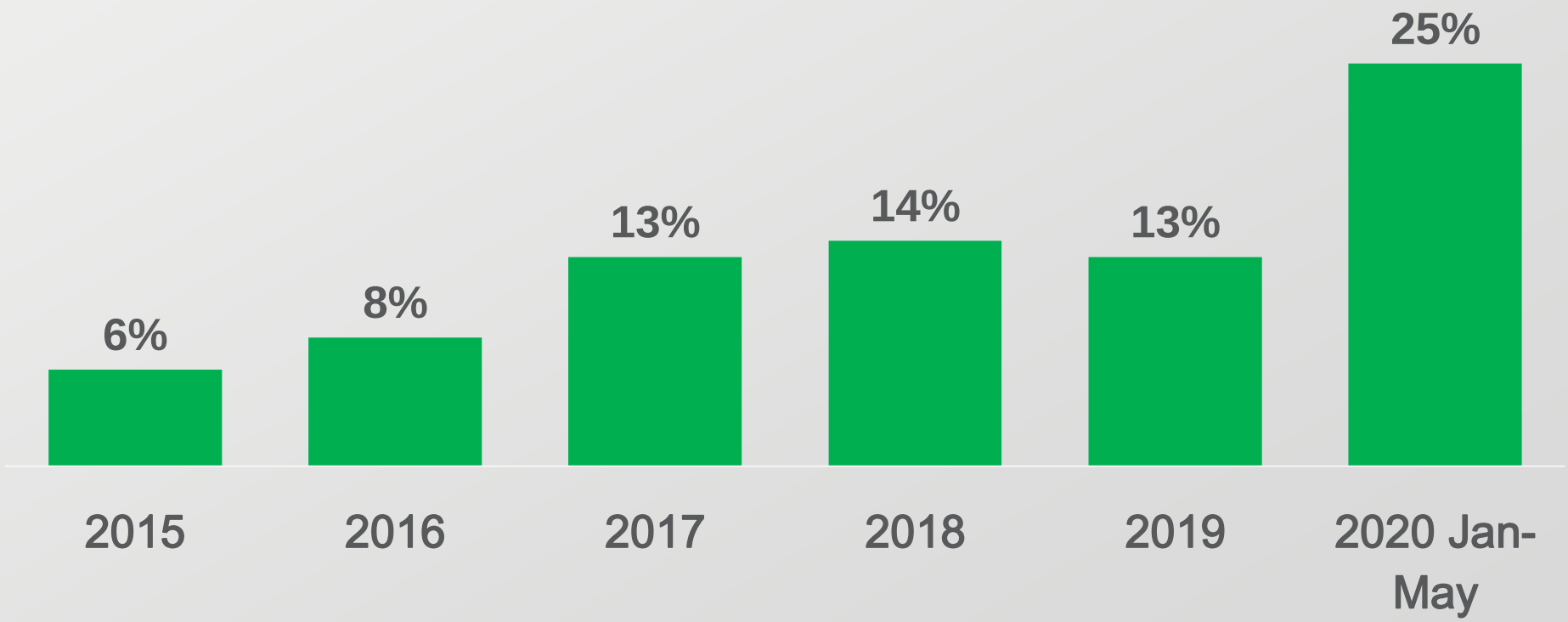
Streetbees poll found more than two thirds of shoppers (67%) would be willing to spend more on higher quality meals

Source: www.charliebighams.com; Product Image Source: GlobalData

Premium Claims on the Rise

The drive towards premiumisation can be seen by the with the growth in claims in this space being made by NPD appearing on supermarket shelves. In the first half of 2020, 1 in 4 new products making it to store contained premium claim so far in 2020

Proportion of new products launches in Ready Meals with PREMIUM claims…



Source: Mintel, 2020

Premiumisation

In the interest of bringing more delicious and nutritious meals to the consumer tables, manufacturers are **partnering with Chefs** to make the dining experience enjoyable and simple. These products are created by chefs and finished at home by the consumer.

3 in 10 adults in the UK agree that the choice of healthy ready meals is too limited. **Ready meals that replicate dishes eaten at restaurants appeal to 56% of people** who eat and buy ready meals and ready-to-cook foods.

Source: Devlin Associates, Source: Mintel

Photo by Rene Asmussen from Pexels

CHEF'S CLUB

The magic of eating out in a well-known restaurant is one of life's great pleasures.

In developing our Chef's Club range we have partnered with some of Britain's best-known chefs to develop a range of superior chilled ready meals, to bring the magic of eating out to your home.

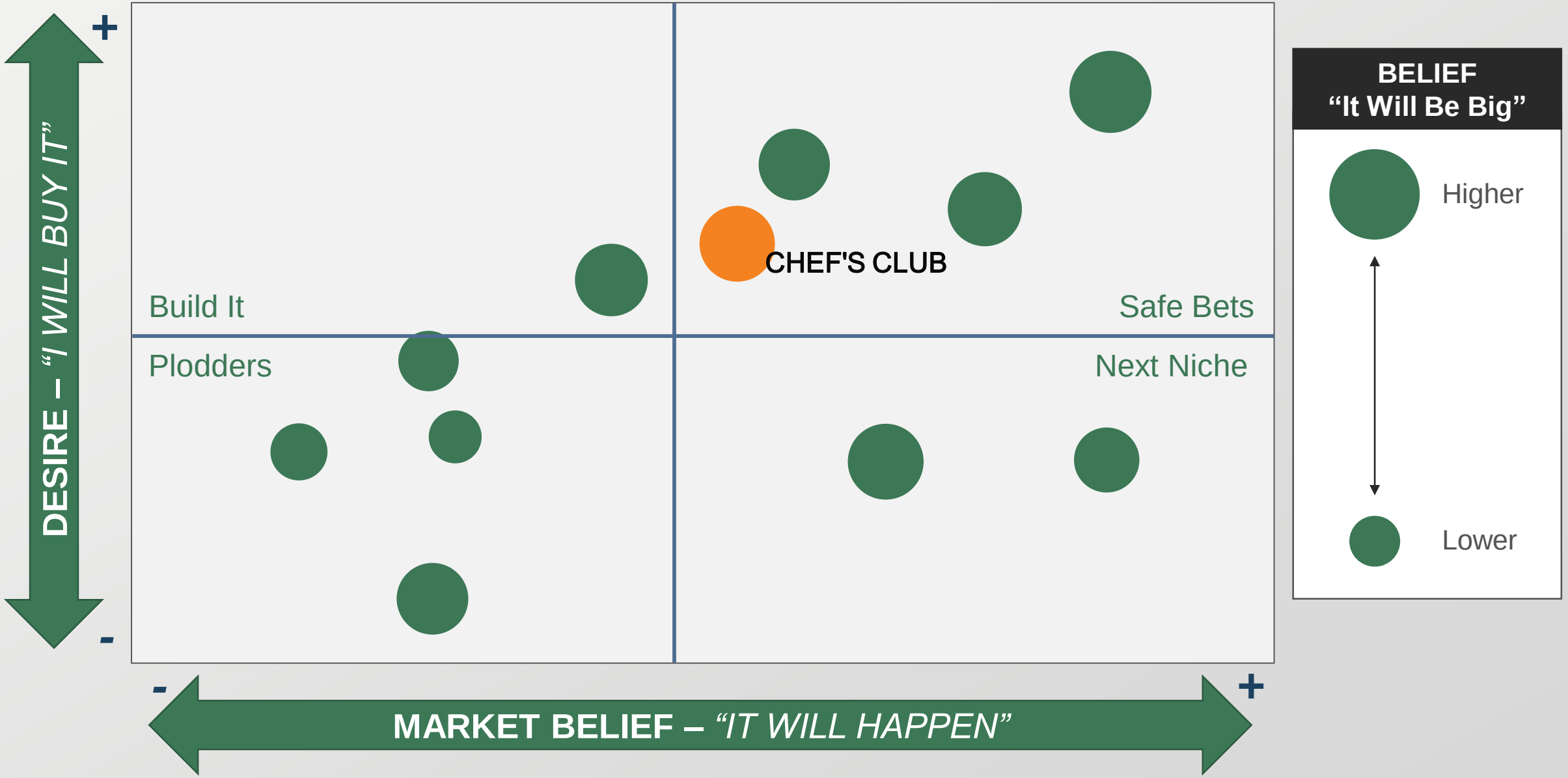
So whether it's Jamie's Carbonara, Gordon's hake supper or Nigella's decadent korma, we know you will find the one for you.

With only the finest ingredients selected by our chefs, you can be sure of a top-end, tasty meal every time.



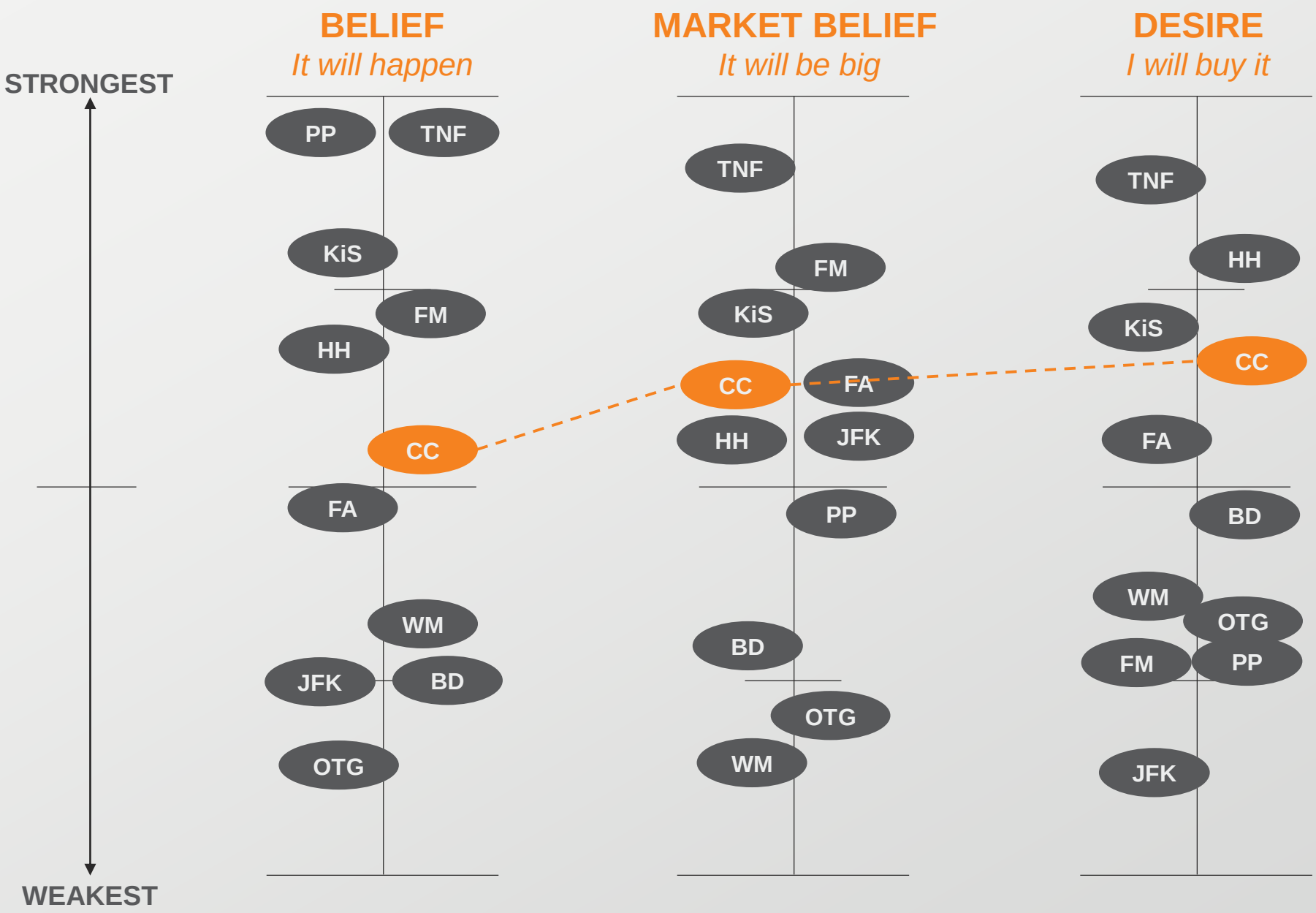
Photo by Peter Dawn on Unsplash

Futures Mapping – All Chilled Ready Meals Buyers



Futures Performance – Chef's Club

BORD BIA Thinking House



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- OTG — ON THE GO





Brand: Joe Wicks and Gousto

Origin: UK

Description: The body coach Joe Wicks has started a partnership with Gousto to deliver easy, healthy, home cooked dinners.

Product Image Source: GlobalData

BORDBIA Thinking House

Plant Power

Meat Free Chilled Ready Meals



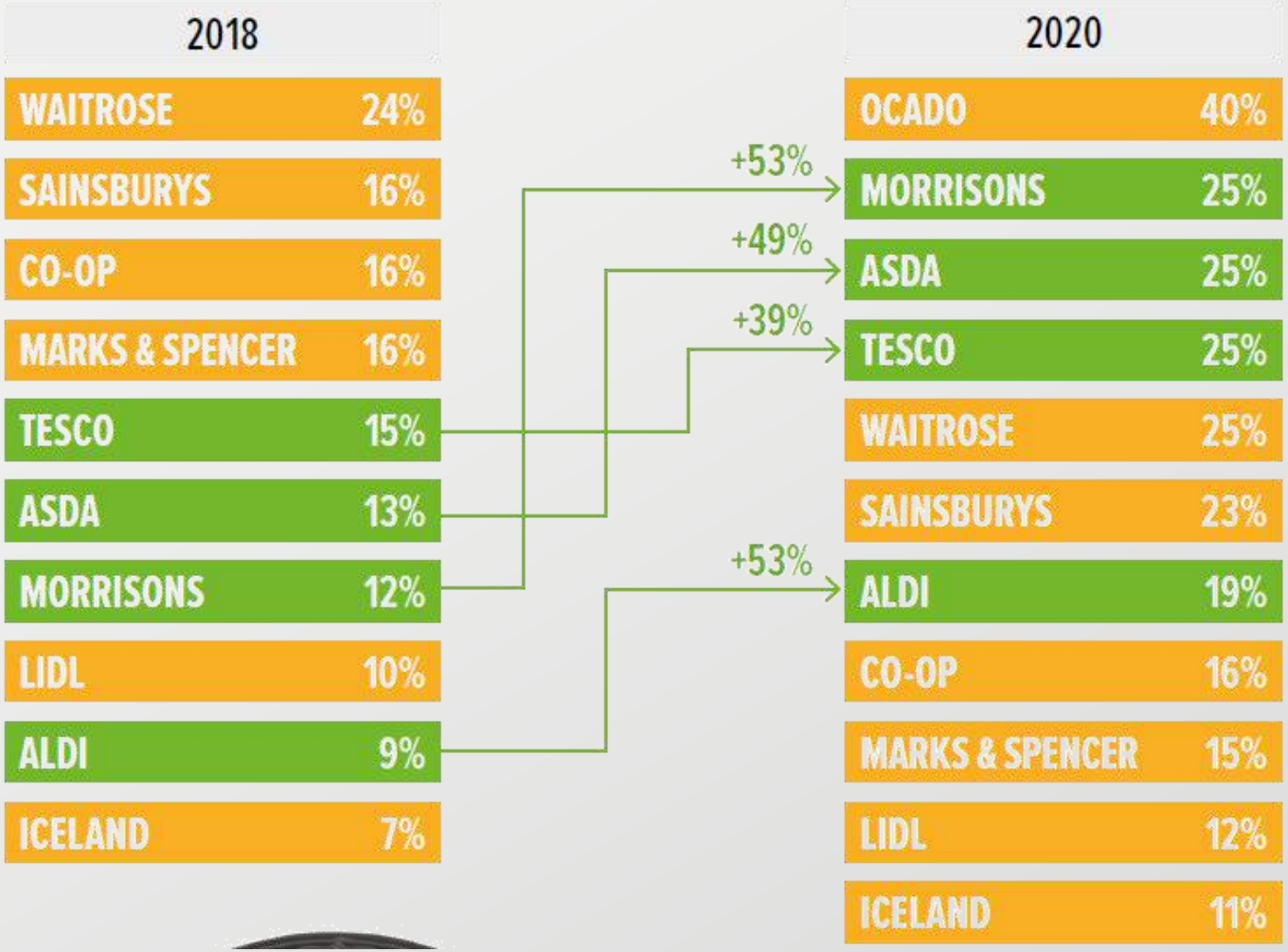
Image by Engin Akyurt from Pixabay



Photo by Sharon Pittaway on Unsplash

https://www.eating-better.org/blog/ready-meals-ready-in-minutes-but-not-ready-for-the-future

Proliferation of Vegetarian and Vegan Options



https://www.eating-better.org/blog/ready-meals-ready-in-minutes-but-not-ready-for-the-future

Retailers have been upping their game when it comes to offering vegetarian and vegan alternatives, With Veganuary on the horizon, **2021 will kick off a with an even sharper focus on plant-based** alternatives.

Producers and sector observers report that retailer briefs for ingredients and shelf-ready products in the chilled ready meals space are strongly focussed on plant-based options and flexitarian solutions as this phenomenon continues to grow.

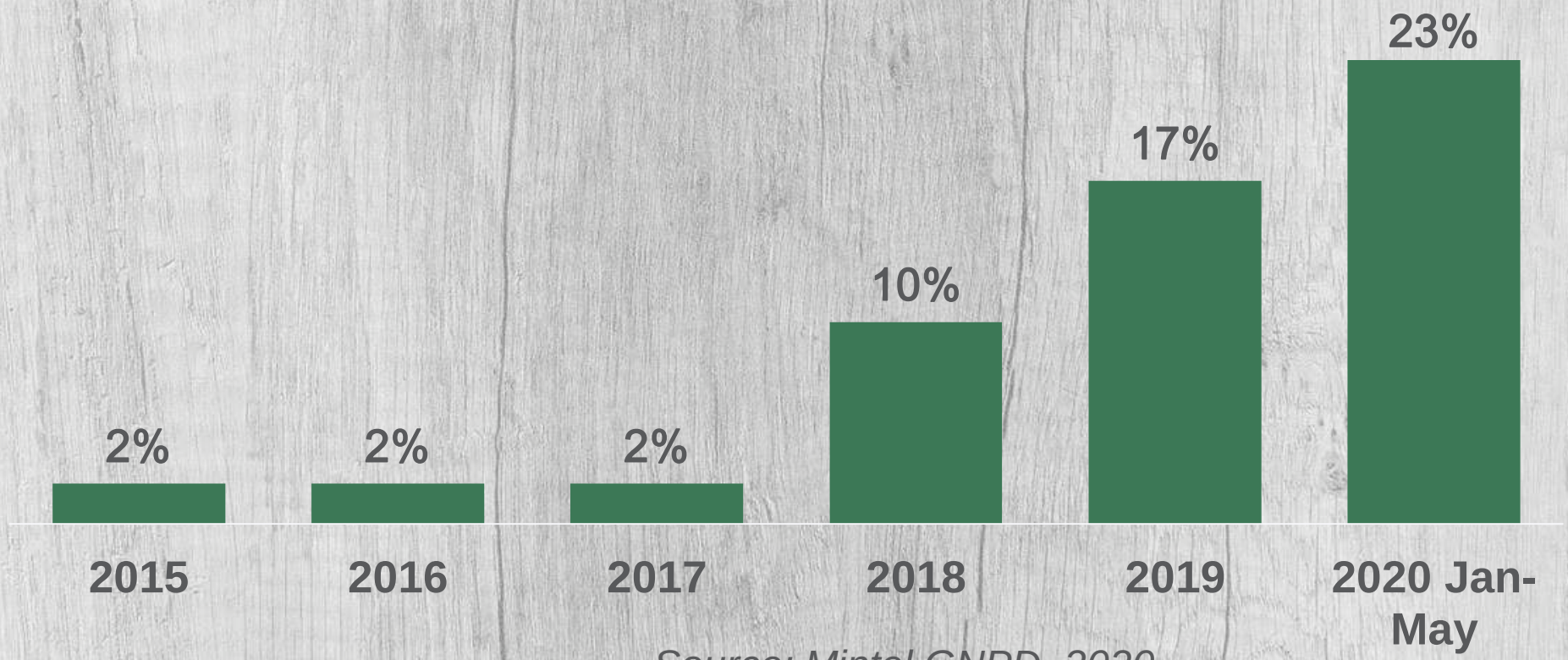
We look at the demand-side potential for further growth in this space.

New focus reinforced with NPD claims

The drive towards premiumisation and healthier/ better living is evidenced with the growth in claims in this space being made by NPD appearing on supermarket shelves. In the first half of 2020, 1 in 4 new products making it to store contained premium or vegan/ no animal claims.

Proportion of new product launches in Ready Meals making

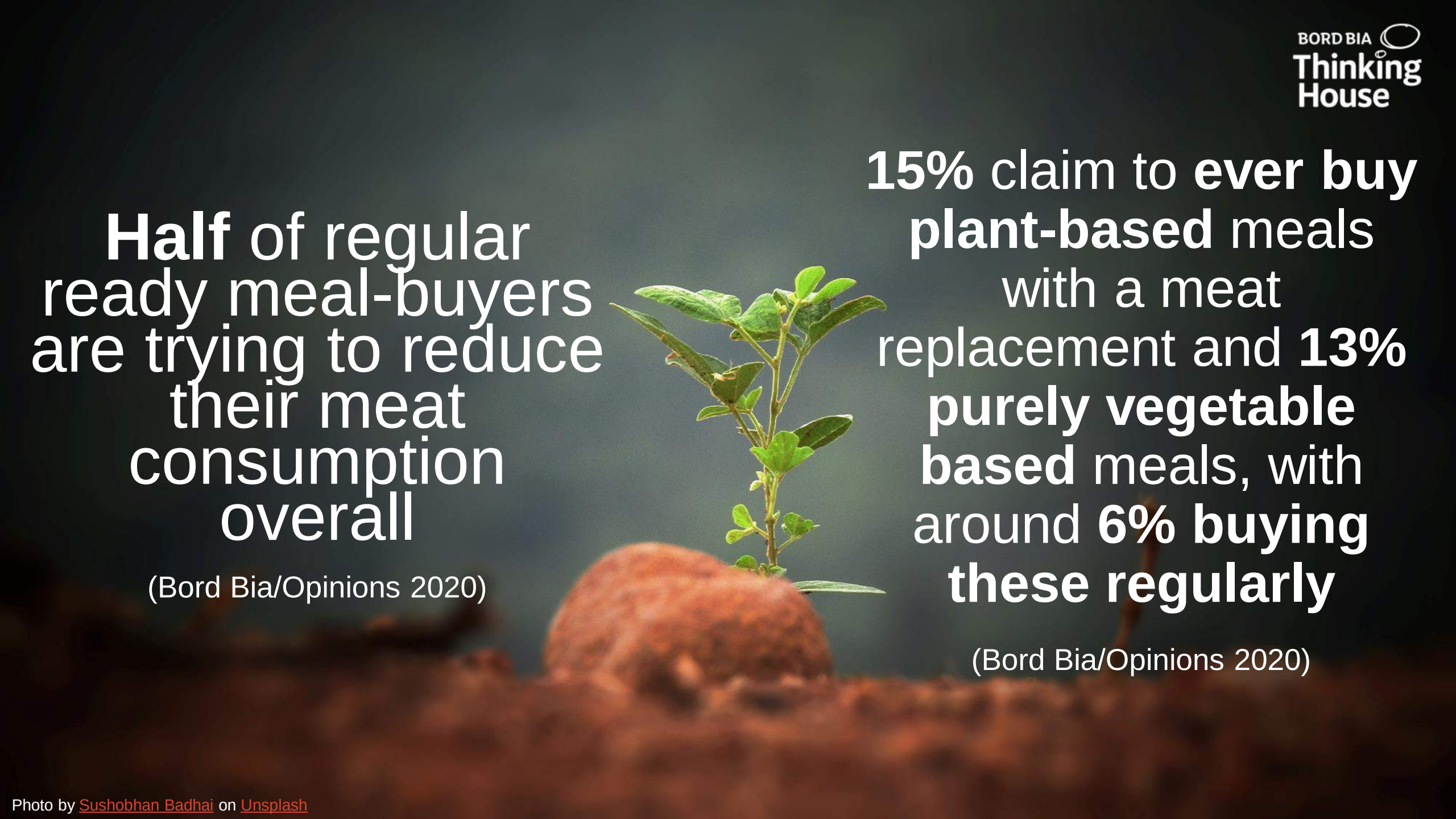
vegan / no animal claims…



Source: Mintel GNPD, 2020

Photo by Lukas Blazek on Unsplash

BORD BIA Thinking House



Half of regular ready meal-buyers are trying to reduce their meat consumption overall

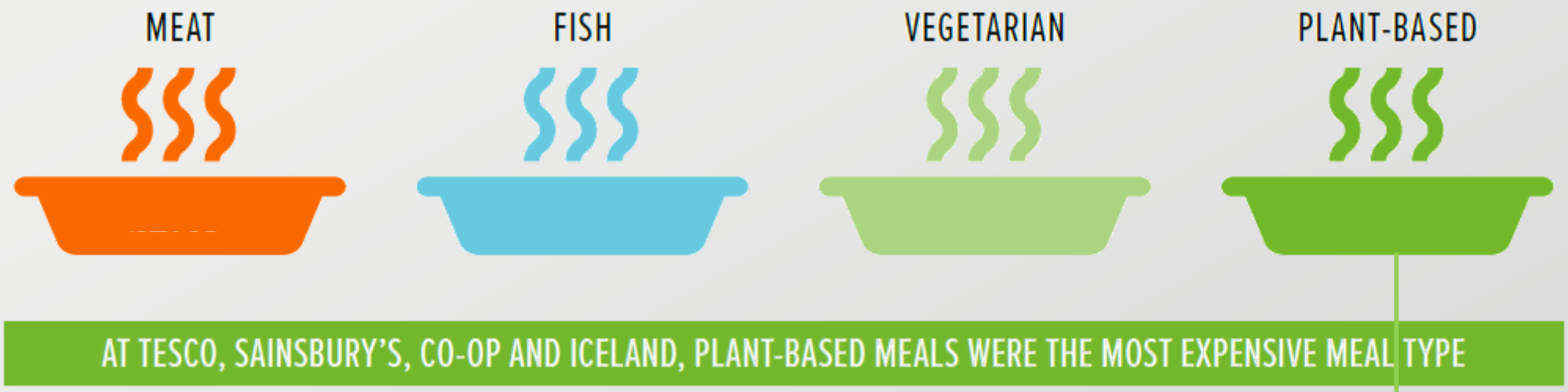
(Bord Bia/Opinions 2020)

15% claim to **ever buy plant-based** meals with a meat replacement and **13% purely vegetable based** meals, with around **6% buying these regularly**

(Bord Bia/Opinions 2020)

Photo by Sushobhan Badhai on Unsplash

Pricing Plant-Based



Eating Better. Published July 2020.

"The survey showed that some retailers are selling vegetarian and vegan ranges at a premium price, making these options less accessible for shoppers"

PLANT POWER

There are times when a tasty, easy meal is what you want but when you are cutting back on meat, the meals you love all seem to be meat based.

Not anymore. With Chili-NON-carne, Meat Free Bolognaise, Meatless Chicken Curry, Lazy Lasagna and a range of other great tasting meat-free options, you can still get the authentic taste and texture without the meat.

Made with high protein plant-based ingredients, like GM-Free beans and mushroom, this is the perfect solution for when you need the convenience and authentic taste of a classic ready meal, without the meat.



Photo by Pablo de la Fuente on Unsplash

Futures Performance – Plant Power

BORD BIA Thinking House

STRONGEST

WEAKEST

BELIEF
It will happen

PP
TNF
KiS
FM
HH
CC
FA
WM
JFK
BD
OTG

MARKET BELIEF
It will be big

TNF
FM
KiS
CC
FA
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DESIRE
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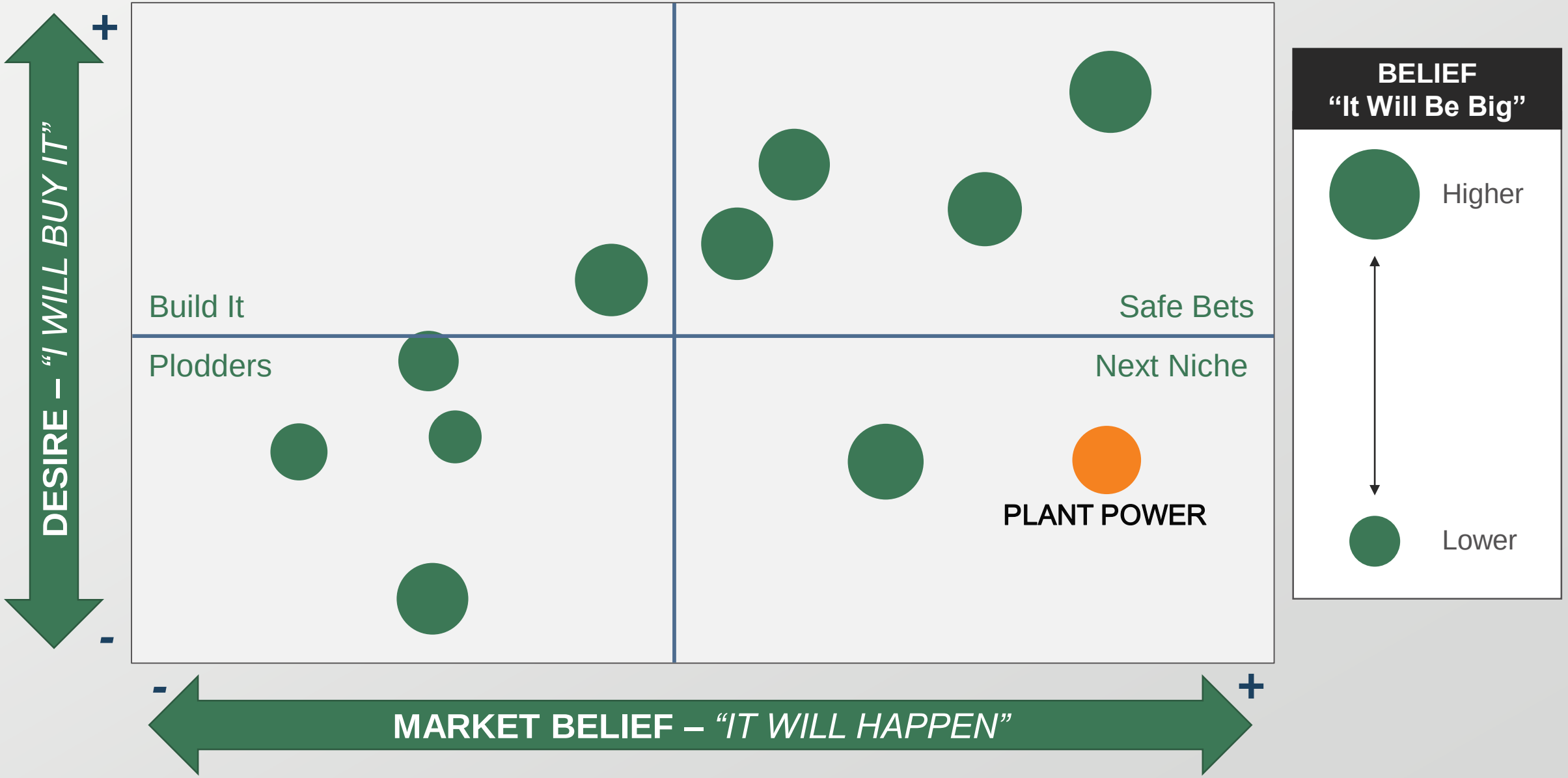
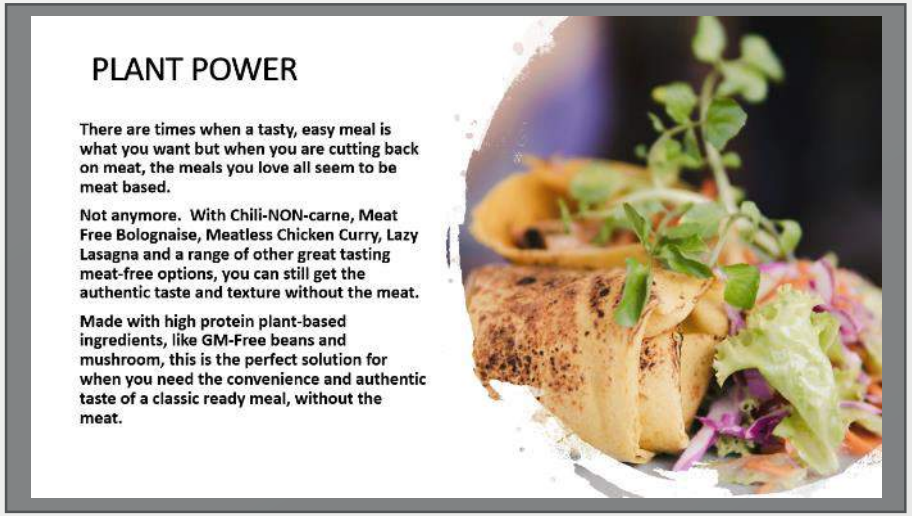
Futures Mapping – All Chilled Ready Meals Buyers



PLANT POWER

BORD BIA Thinking House



BELIEF	MARKET BELIEF	DESIRE
It will happen	*It will be big*	*I will buy it*
71 %	57 %	47 %
#1/11	#8/11	#9/11

'Plant Power' less likely than most others to become a regular choice despite high levels of belief.

BACKING THIS FUTURE



#8/11

SUPPORTED BY

The increase in vegetarian and plant based meals on shelf since 2018 and the increase trend of meat reduction among UK adults.

RESONATES WITH

Greatest traction is with under 35 year olds and flexitarians in particular.

MAPPING THE FUTURE



Keep it Simple emerges as a **Next Niche** for future development.

OVERALL PREFERENCE

#10/11

An Aside on Packaging



Photo by Kelly Sikkema on Unsplash

Packaging

Consumers are aware of the problem of food and packaging waste in particular the wide use of plastic.

Manufactures are expected to take the steps to minimise waste using more recyclable materials.

We can start seeing a trend where manufacturers are using more ready recycled materials or composable packaging such as glass, metal, paper and carton boards.

Source: Mintel

Around **40%** of plastic is used in packaging and the UK generates around 2.4 million tonnes per year of packaging waste.

Source: WRAP

Photo by Anna Hill on Unsplash

Packaging

BORD BIA Thinking House

While it is not a top influencer, **54% of consumers consider packaging when choosing a ready meal**

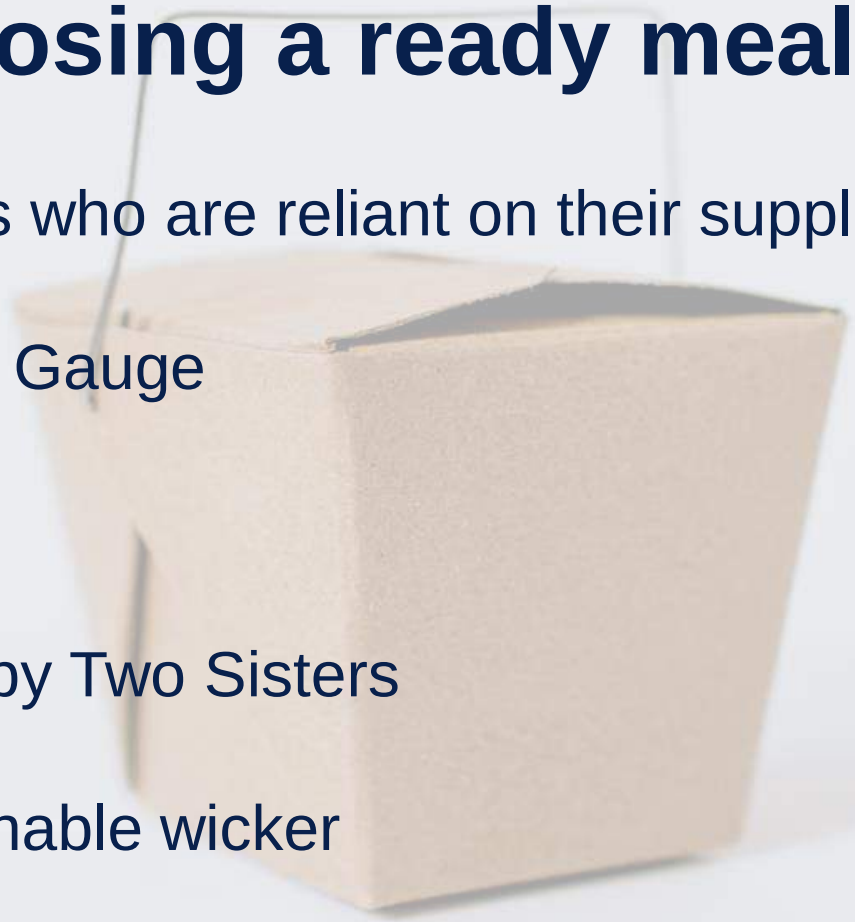
It is a significant focus for retailers who are reliant on their suppliers to deliver.

This is about reducing Cardboard Gauge

Minimising and replacing plastic:

Sea Plastics are being explored by Two Sisters

Charlie Bighams are using sustainable wicker





Brand: Hari & Co Super Soupe

Origin: France

Description: The product is packaged in a recyclable, compostable and **biodegradable pack made with cane sugar and corn**.



Brand: Amazon Meal Kits

Origin: USA

Description: The meal kit is manufactured in a 2oz **recyclable and compostable pack**.



Brand: BOL

Origin: UK

Description: This product can be microwaved or heated on the hob. The product is presented in a **reusable and recyclable pack.**

Source and Product Image Source: GNPD

BORD BIA Thinking House

Embracing Scratch



BORD BIA Thinking House

Photo by emy on Unsplash



Laurent Guillemain, UK CEO of Hello Fresh.

“Our customers still enjoy and want to cook, and our products give them a quick and easy way to do that.”

Photo by Nathan Dumlao on Unsplash

BORD BIA Thinking House

Co-Creation (Lite) Opportunities

The majority of younger Chilled Ready Meals buyers claim to prefer to create meals from scratch using fresh ingredients, but busy lives and the continued desire for convenience limit this regularity of preparation.

SCRATCH COOKING IS ON THE RISE

Many reports – especially in Covid-19 times – cite the increased incidence of scratch cooking especially among younger people.

8 in 10 under 35 regular buyers claim they prefer to cook meals from scratch (Bord Bia/ Opinions, 2020).

37% of under 35 UK adults scratch cooking more often as a result of the pandemic and 28% are learning to cook using recipes more often (Bord Bia Indicators, 2020).

BUT CONVENIENCE REMAINS A KEY DRIVER OF CHILLED READY MEAL CHOICE

Despite the scratch cooking trend clearly evident in the UK currently, Mintel reports Convenience ranks just behind price and taste as the key drivers of ready meal choice.

66% of under 35 regular buyers struggle to make interesting meals at home.

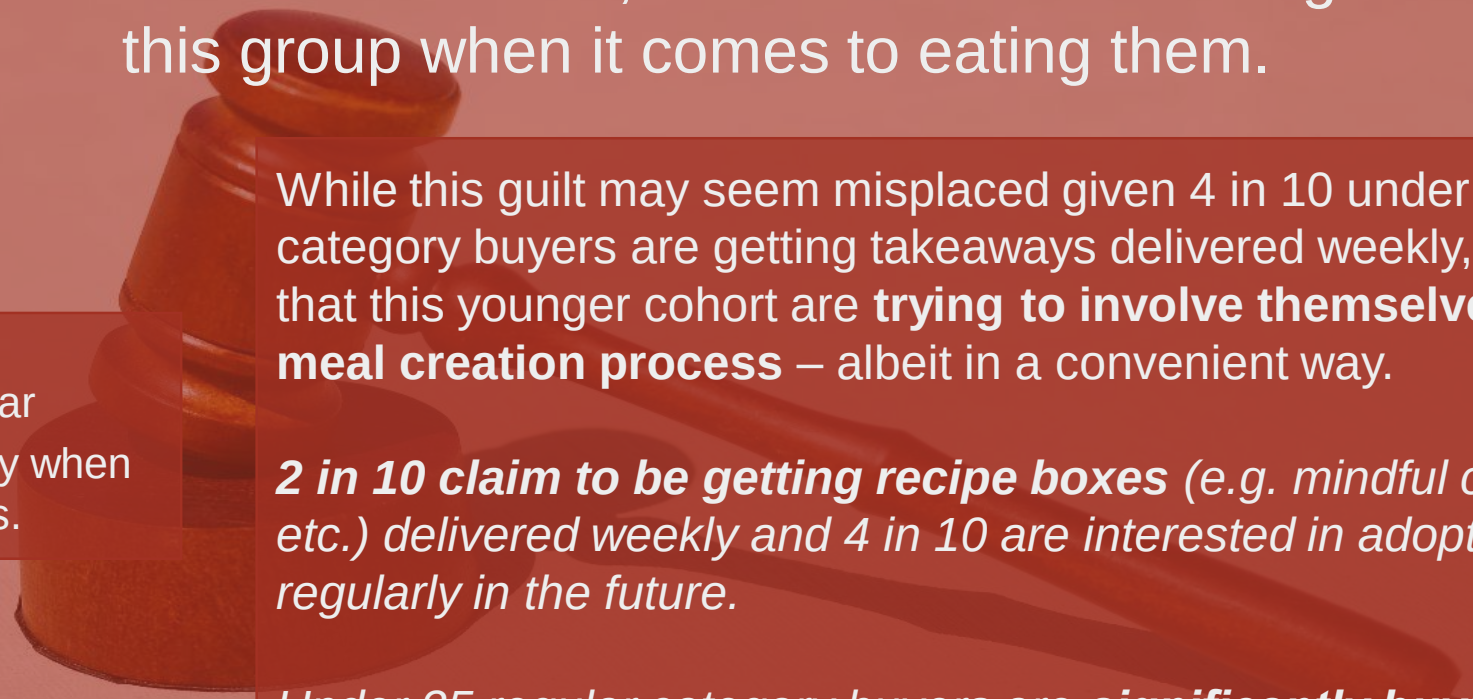
58% of under 35 regular buyers claim not to have enough time to cook at home.

55% of under 35 regular buyers say they would rather do other things than waste time cooking.

Photo by emy on Unsplash

Co-Creation (Lite) Opportunities

Despite the vast majority of under 35 Chilled Ready Meal buyers feeling that the category has improved in recent times, there is still a sense of guilt evident among this group when it comes to eating them.



63% of under 35 regular buyers sometimes feel guilty when they eat chilled ready meals.

While this guilt may seem misplaced given 4 in 10 under 35 regular category buyers are getting takeaways delivered weekly, there are signs that this younger cohort are **trying to involve themselves more in the meal creation process** – albeit in a convenient way.

2 in 10 claim to be getting recipe boxes *(e.g. mindful chef, Hellofresh etc.) delivered weekly and 4 in 10 are interested in adopting this more regularly in the future.*

Under 35 regular category buyers are ***significantly buying more 'meal deals'*** *involving ready meals than other age groups.*

Alleviating these guilty feelings with products that offer the reassurance of simple co-creation credentials appears a key aspect to engage the younger ready meal buyer.

Photo by Tingey Injury Law Firm on Unsplash

HELPING HAND

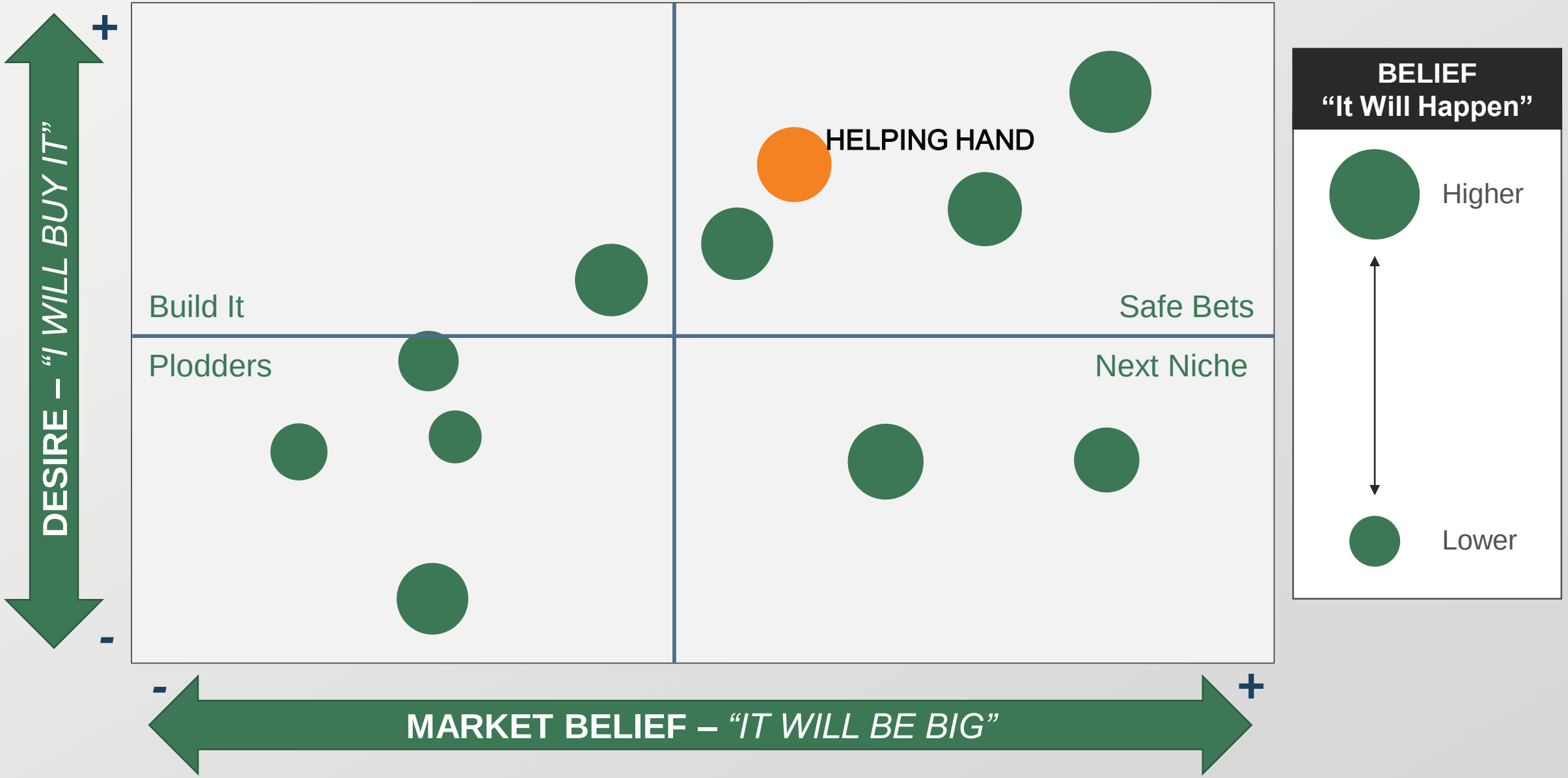
Ready meals are a great substitute for a home cooked evening meal, but sometimes you want to add your own twist to them.

This new range of “centre plate” options like Chicken Tikka, Beef Stew or Vegetable Curry allows you to add your own sides of rice, pasta, potatoes, vegetables or whatever you fancy to make a perfect meal with just a little help.

A delicious meal every time, just the way you want it.

Photo by Leilani Angel on Unsplash

Futures Mapping – All Chilled Ready Meals Buyers



HELPING HAND

BORD BIA Thinking House



BELIEF	MARKET BELIEF	DESIRE
It will happen	*It will be big*	*I will buy it*
63 %	62 %	65 %
#5/11	#6/11	#2/11

Helping Hand is likely to become a regular choice despite ranking slightly lower on belief.

BACKING THIS FUTURE



#3/11

SUPPORTED BY

To alleviate the guilt experienced by many around Chilled Ready Meal consumption focusing on the co-creation opportunity.

RESONATES WITH

Greatest traction among 25-64 year olds both inside and outside of family life-stages.

MAPPING THE FUTURE



Helping Hand emerges as a **Safe Bet** for future development.

OVERALL PREFERENCE

#2/11

Co-Creation (Lite) Opportunities

BORD BIA Thinking House

Meal Kits were the talk of retailers nationwide in the UK in 2018 but failed to take off in a meaningful way. Since the pandemic, meal kit producers have seen a surge in sales with many restaurant chains having turned to the meal kit model and many innovative ideas in this space are emerging across the globe.



France's Picard brand has launched La Duo Box à Cuisiner meal kits. The kits are **specifically designed to be cooked by two people**.
Part of the marketing behind the product includes a series of culinary podcasts which invite consumers to cook the meal with four hands.

Renowned restaurant chain Cote now brings the best of French bistro cuisine, ready to cook in the comfort of your own home.

"Our kitchen to yours"

The desire for sealed food has risen dramatically in the UK since the pandemic and this with a desire to cook more often indicates a potential renaissance of the meal kit format among UK retailers – but the key will be to minimise the co-creation involved.

Photo by Micheile Henderson on Unsplash; Store Image Source: IGD; Product Image Source: GNPD



Mixing it Up

Flavours of the World and Variety in Chilled Ready Meals

BORD BIA Thinking House

Image by Engin Akyurt from Pixabay

Mixing it up

Consumers are looking for new and exotic flavours that reflect the variety of authentic global cuisine.

We see food from traditionally popular regions such as India, Japan and American BBQ but we are starting to see more interest in other type of cuisine like Greek Food, Mexican, Thai, Korean, etc.

Manufacturers, chefs and street food vendors are exploring more authentic ways to cook food as costumer sophistication increases.

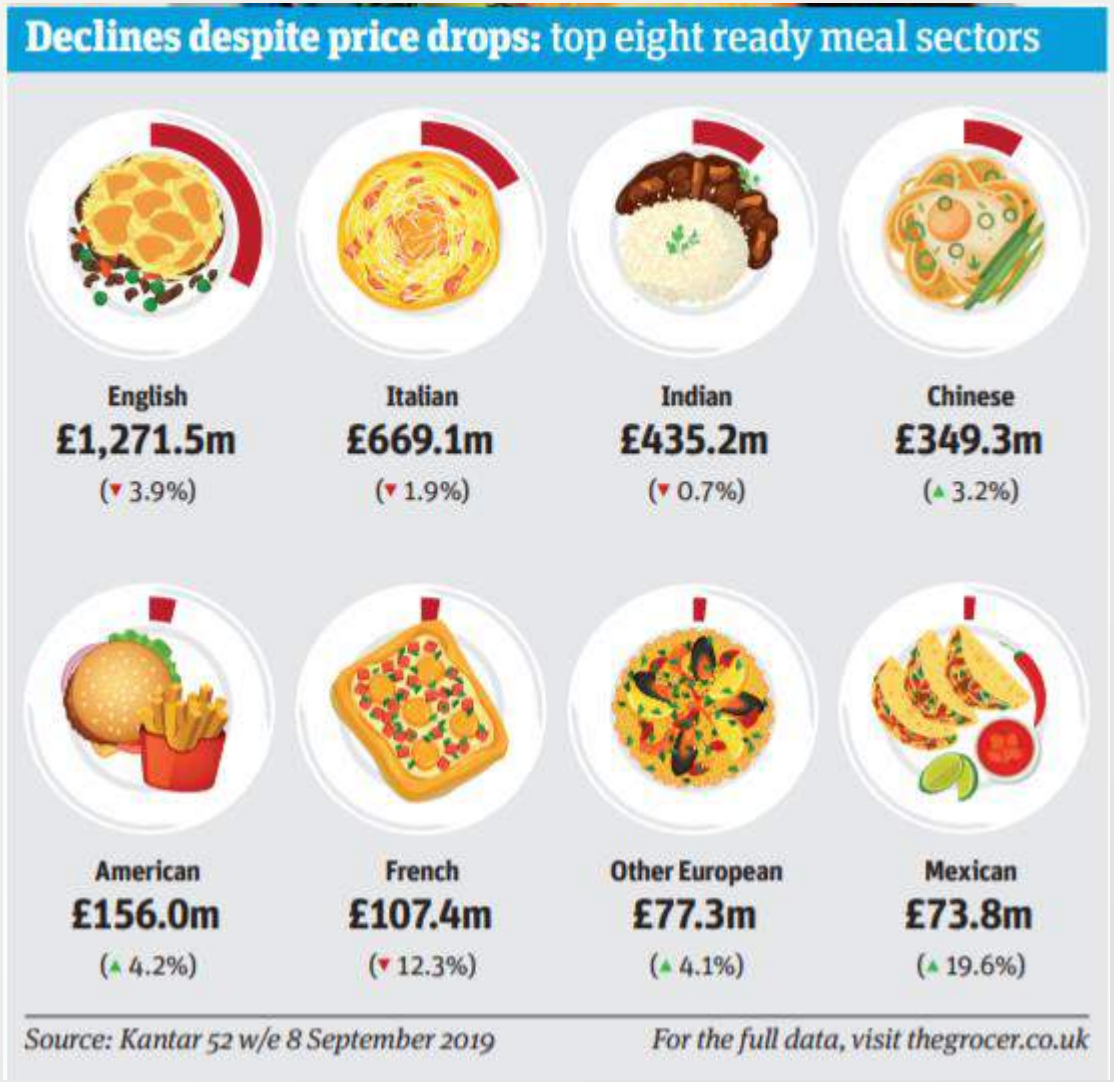
77% love the variety that ready meals offer and see it as a key category benefit

Source: Bord Bia/Opinions, 2020

80% of world cuisine eaters would like ideas for new dishes to try from their favourite cuisines

Source: Mintel

Photo by Rene Asmussen from Pexels



The Grocer UK
Note: Not specific to CHILLED ready meals

Kantar's Worldpanel FMCG service monitors consumer behaviour across Great Britain. Its primary panel tracks take-home purchases of 30,000 demographically representative households. Data on consumption habits, nutrition and out of home sales is collected through subsidiary panels. Visit kantarworldpanel.com for details.



The UK market is characterised by a concentration on the "Big 4" cuisines; Traditional English, Italian, Indian, Chinese.

However, there is plentiful variety offered by a chasing pack that includes and increasingly eclectic mix of origins and genres of cuisine.

Experts noted the growth in Mexican, but also Americana, Greek, BBQ Thai and "Streetfood".

Genre Preferences

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)

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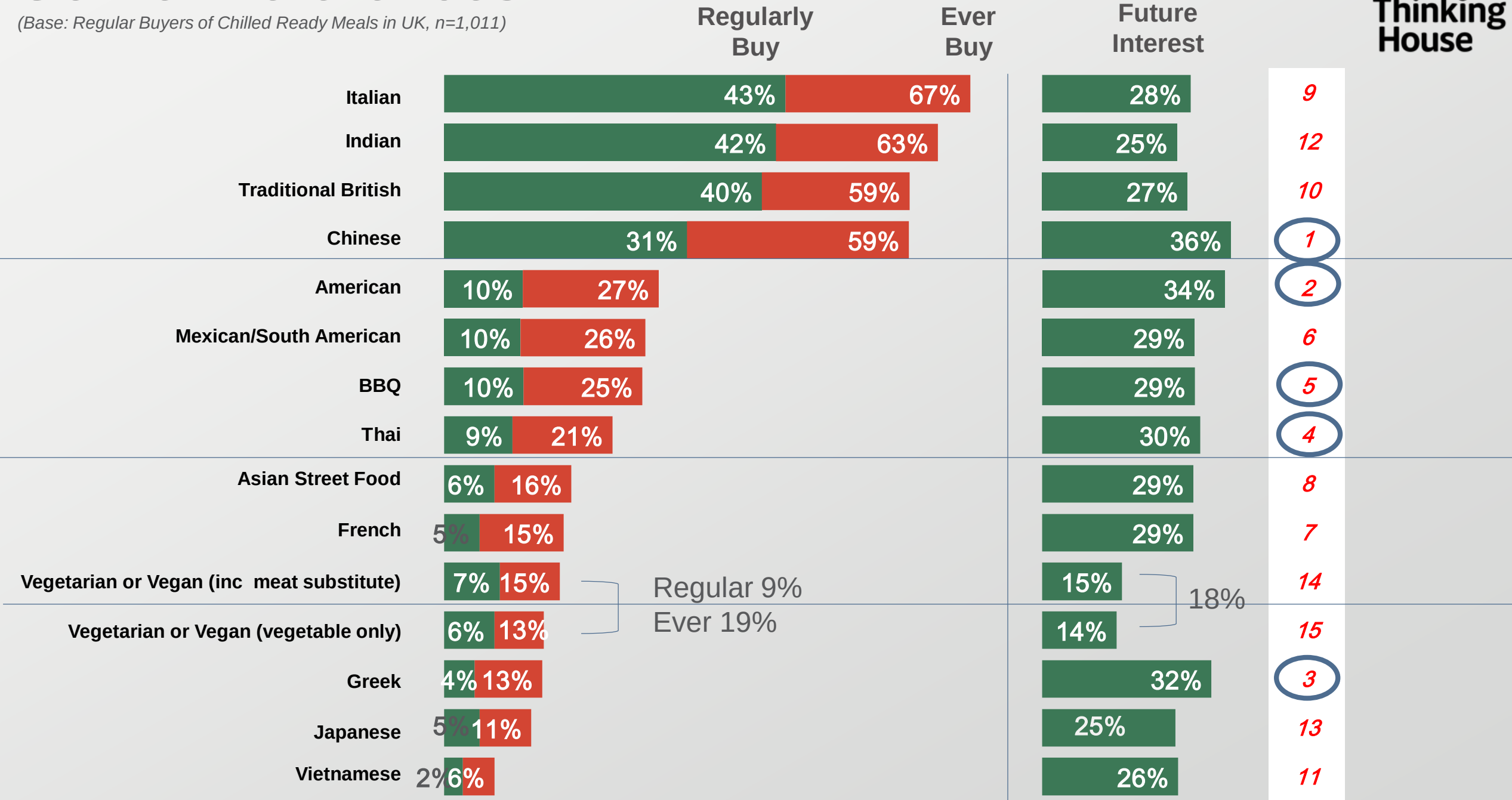

Future Focus: Genres on the Rise – Removing the *"Big 4"*

(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011)

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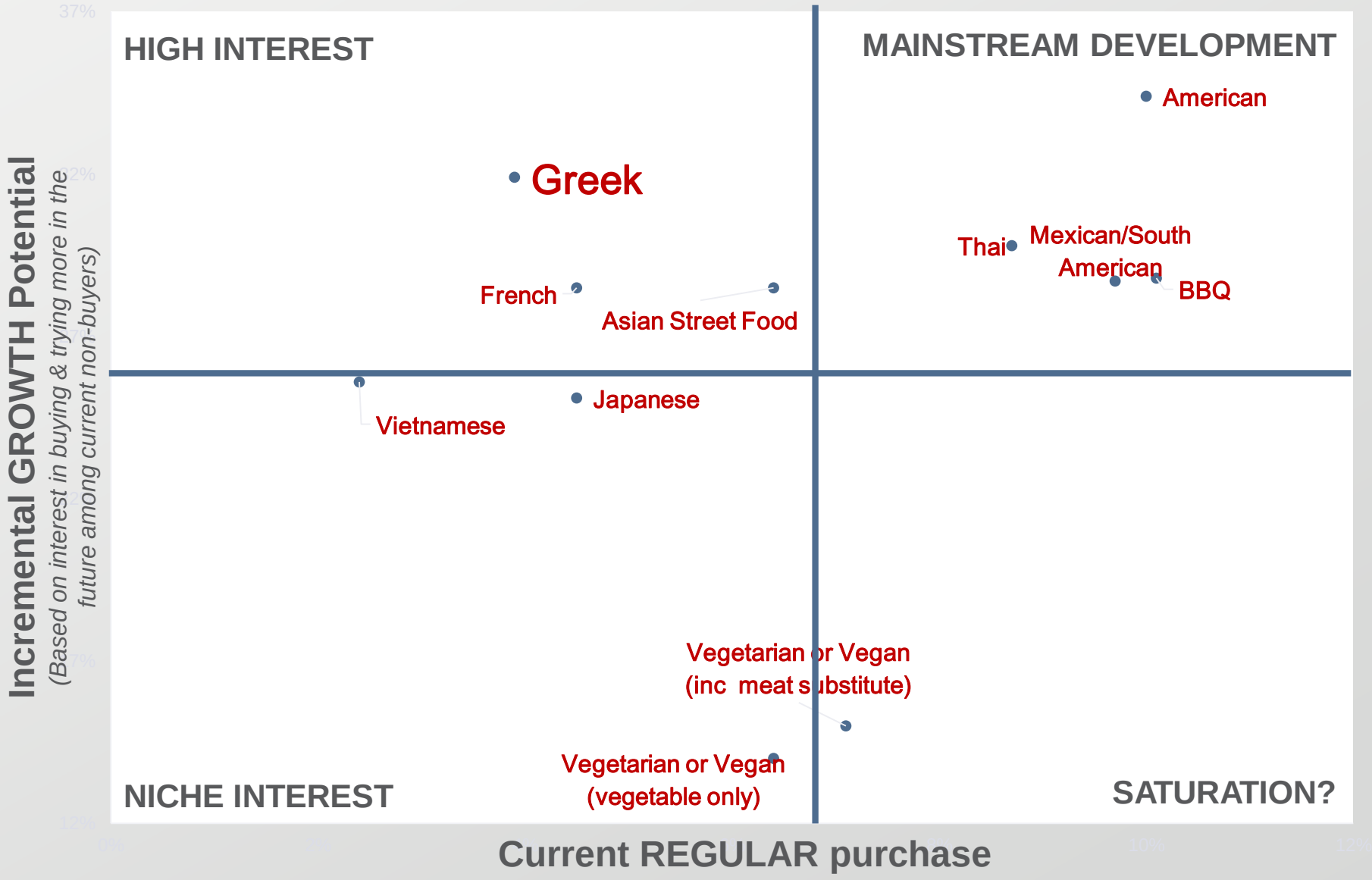
By excluding the "Big Four" we see the relative positioning of these less developed genres and styles.

The emerging assessment very much tallies with the expert views gleaned from interviews



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PROVENANCE



hoto by Joshua Fuller on Unsplash

Provenance

49% of UK Shoppers claim that **origin is an influence** on their choice of ready meals

(Bord Bia, 2020)

It is not necessarily about specifically being British it is often more about transparency



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Photo by Kyle Glenn on Unsplash

Choice Factors

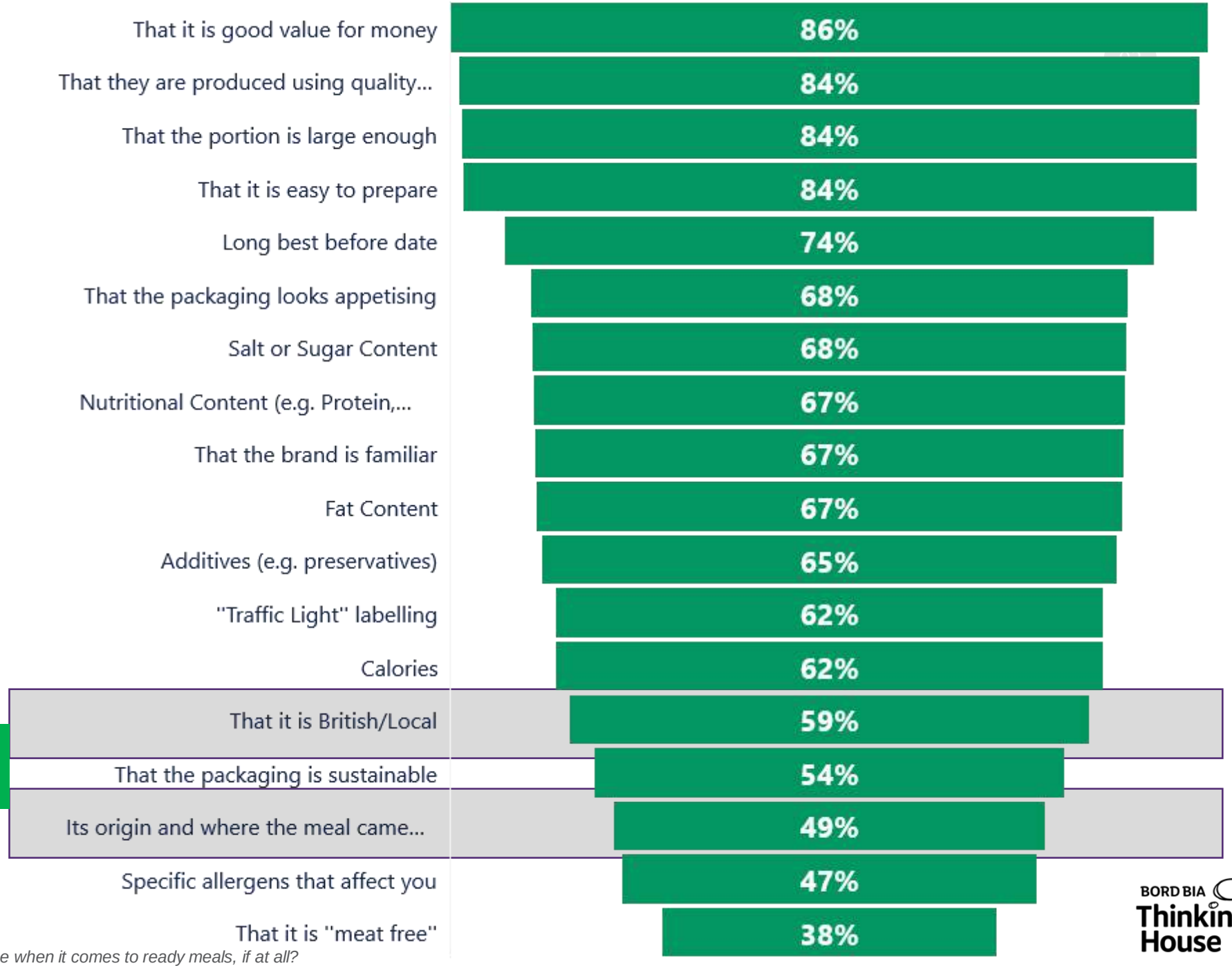
(Base: Regular Buyers of Chilled Ready Meals in UK, n=1,011), 54m

Origin matters to about half of all UK Chilled Ready Meal buyers.

Ireland is the most trusted non-UK origin for food. It is also considered the most local option outside the UK.
(Bord Bia Brexit Tracker 2020)

Experts believe it is not about necessarily being British, although that resonates strongly, but that it is more about transparency of origin.

PROVENANCE



And to what extent would each of these things influence your choice when it comes to ready meals, if at all?

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Nearly one in four would like more on provenance of ingredients
Ingredient provenance is an untapped selling point in ready meals and ready-to-eat foods.
(Source: Databook Foodnavigator, 2020)

Very few launches of ready meals and ready-to-cook foods focus on provenance of ingredients, unlike in foods for scratch cooking, although plenty of retailers do highlight the British origin of the meat.
(Mintel, 2020)

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Photo by Kyle Glenn on Unsplash


Photo by Leilani Angel on Unsplash

The Nations Favourite

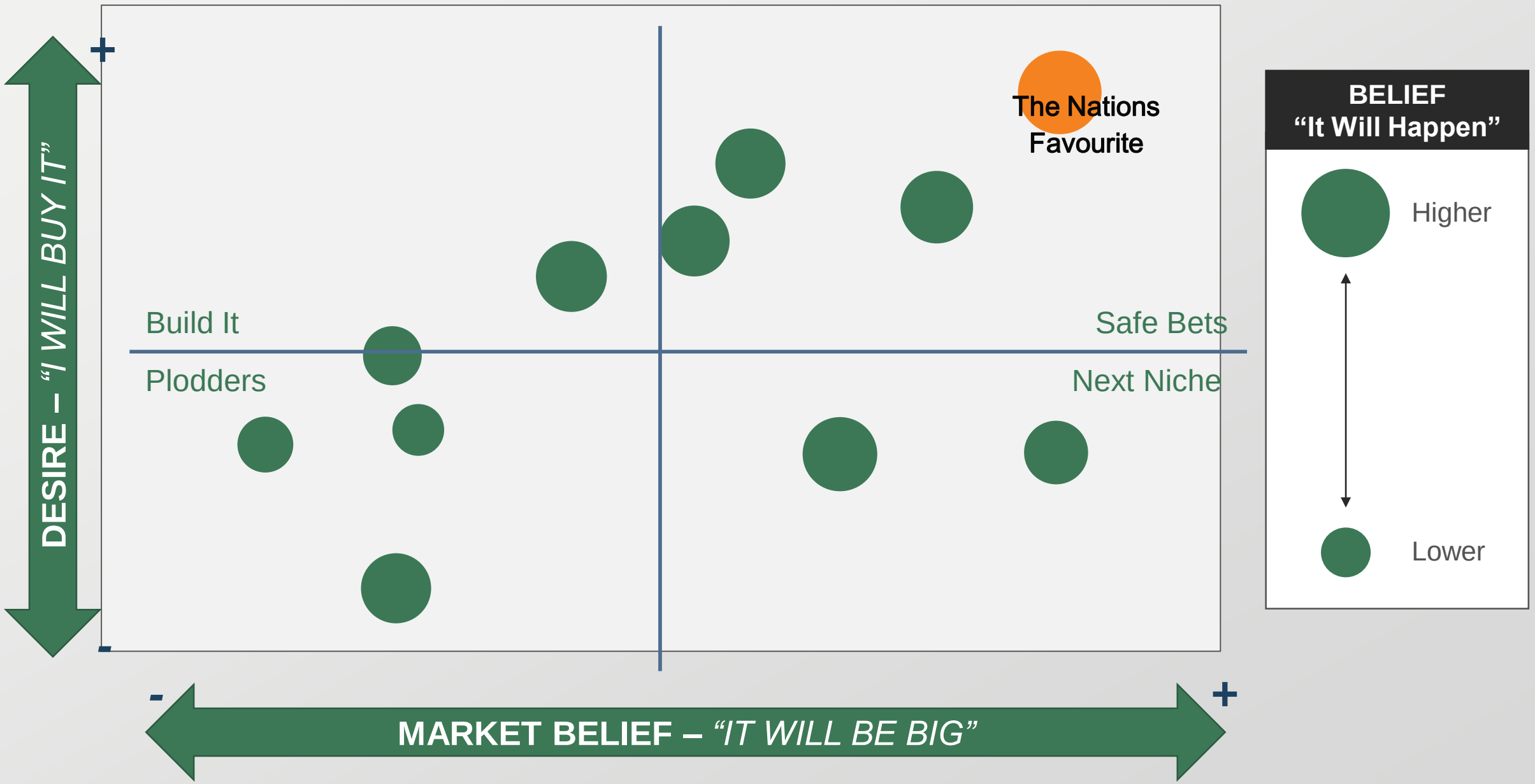
Ready meals are a British institution and enjoyed by over 1 in 3 Britons every week.

Our Best of British range of chilled ready meals celebrates this and offers you the finest traditional British meals with ingredients that are locally sourced.

This new range includes Sunday Roast with all the trimmings, classic steak and kidney pies and of course the truly British Chicken Tikka Masala.

These are made with the best that Britain has to offer, packed with taste and 100% local ingredients.

Futures Mapping – All Chilled Ready Meals Buyers



Some Other Futures in Brief



Image by Engin Akyurt from Pixabay



Family Dynamics

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Photo by Elly Fairytale from Pexels

Sharing

Ready meals are designed to save time and effort in meal preparation. We can see an increased number of manufactures that offer ready meal dinners for two or more people.

Whether if it is a meal kit or a ready to serve dish consumers are encouraged to share these flavours and experiences with the whole family.

Almost **6 in 10** (58%) adults in family life-stages are spending more quality time with their families as a result of Covid-19

Source: Bord Bia UK Indicators

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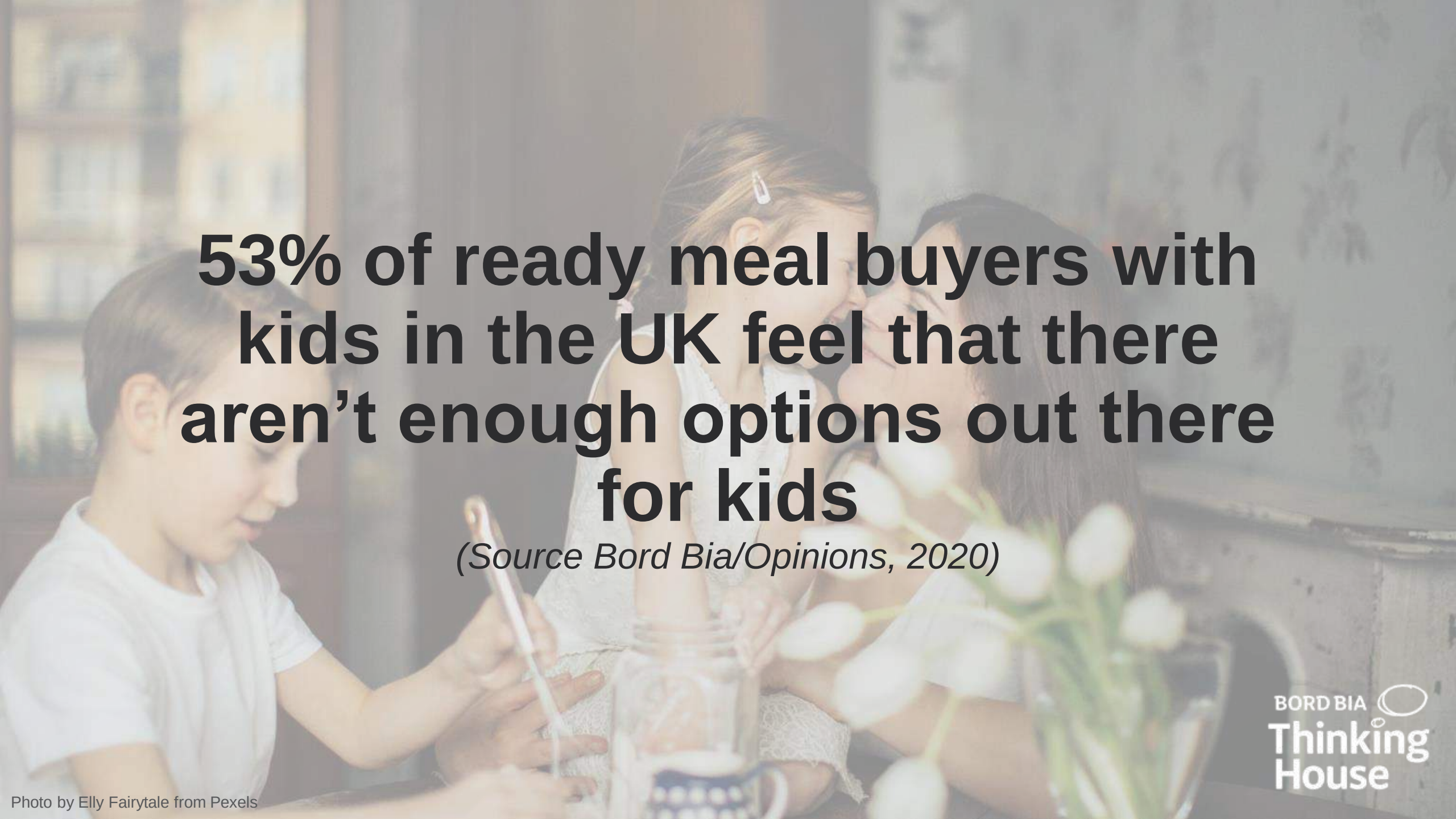
Photo by Kelsey Chance on Unsplash



53% of ready meal buyers with kids in the UK feel that there aren’t enough options out there for kids

(Source Bord Bia/Opinions, 2020)

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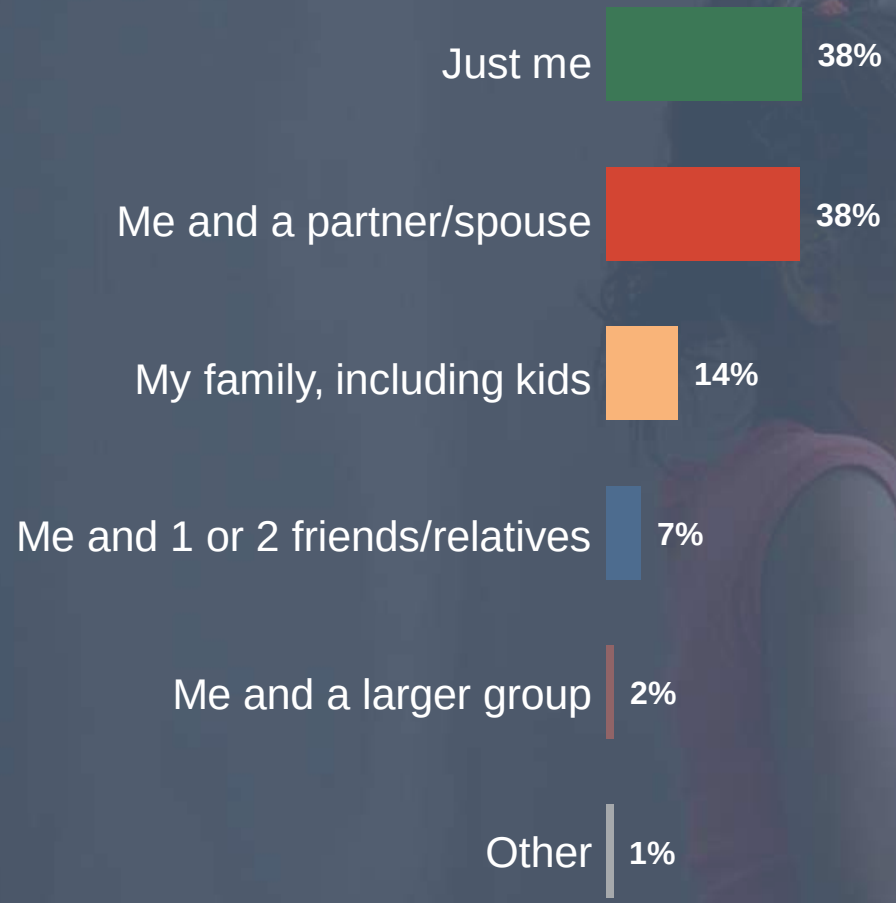
Photo by Elly Fairytale from Pexels

#MADE TO SHARE



Consumers are spending more time at home as result of Covid-19.

According to Stylus since the start of the pandemic, the average American family has had two extra meals together weekly. The pandemic has also resulted in an increased searches for family-friendly recipes.

In our UK survey, we found that more than half of respondents had a ready meal with their partner or/and kids. **Among those respondents with kids, 4 in 10 shared the same ready meal while 5 in 10 had a variety of ready meals and only 1 in 10 had home cooked food while the others had a ready meal.**

(Opinions Survey, Base: Those that have kids under 18, n=315)

Photo by CDC on Unsplash



FAMILY MEALS

Nothing beats a tasty meal the whole family can enjoy together – but it can be difficult to find a ready meal option that caters for everyone at the dinner table.

This new world of chilled ready meals provides “mixed meal” family favourites for you to share, with something to suit every taste. If you want to make yours a little different, just choose from a selection of carefully prepared and curated sauces to make the moment special.

Choose from a range of chicken, beef, vegetarian and plant-based selection boxes to suit your family.

FAMILY MEALS



BELIEF	MARKET BELIEF	DESIRE
It will happen	*It will be big*	*I will buy it*
65 %	66 %	47 %
#4/11	#2/11	#9/11

'Family Meals' less likely than most others to become a regular choice despite high levels market belief.

BACKING THIS FUTURE



#2/11

SUPPORTED BY

The need to facilitate busy family households and the ability of Chilled Ready Meals to get new taste profiles into the family.

RESONATES WITH

Those in the mature family life-stages in particular with specific 35-44 year olds.

MAPPING THE FUTURE

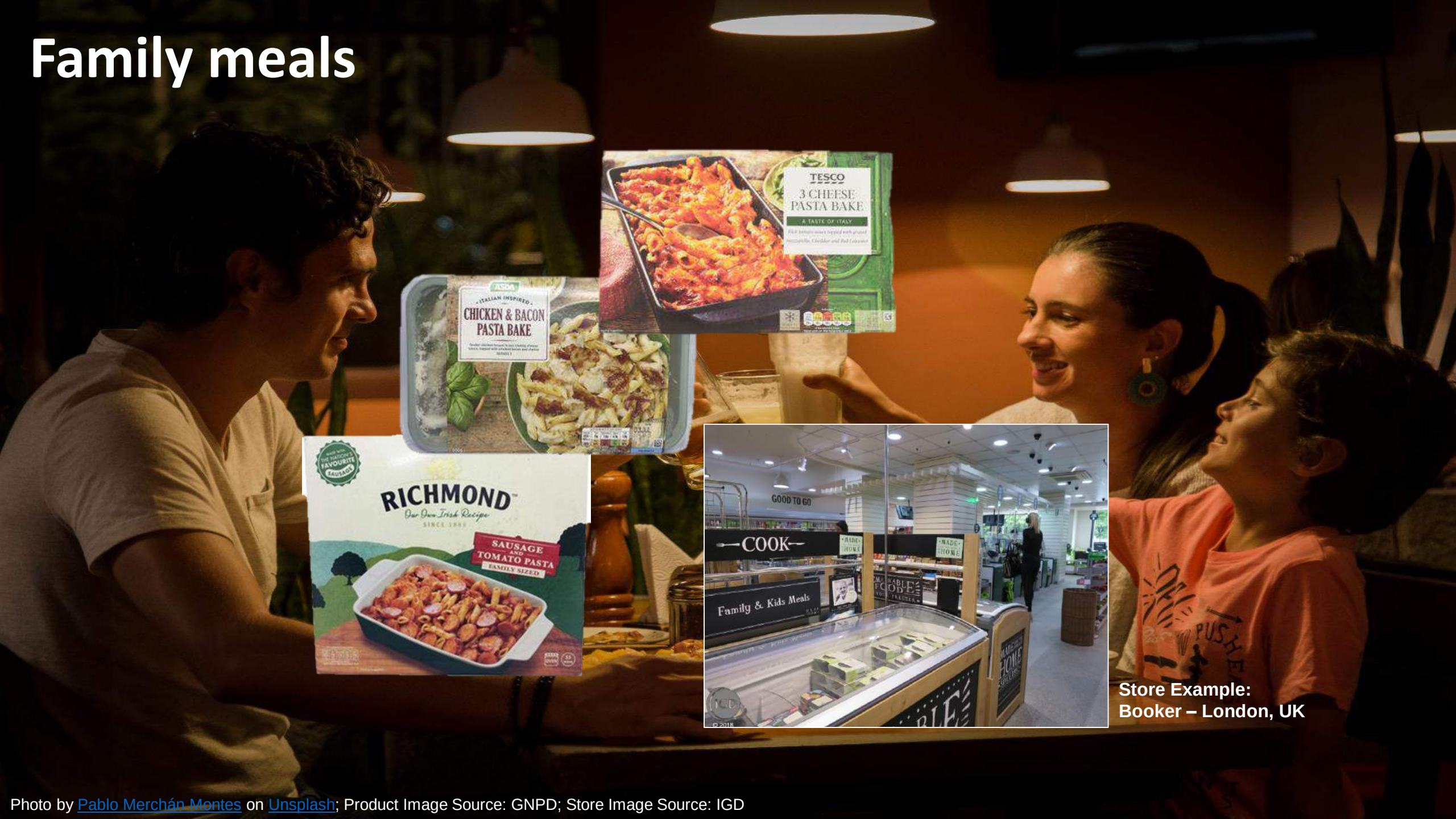


Family Meals emerges as a **Next Niche** for future development.

OVERALL PREFERENCE

#4/11

Family meals



Store Example:
Booker – London, UK

Photo by Pablo Merchán Montes on Unsplash; Product Image Source: GNPD; Store Image Source: IGD



JUST FOR KIDS

Busy lives don’t always allow for a nutritious home cooked meal for children, and takeaways don’t always offer a healthy solution.

The Just for Kids range of chilled ready meals offers a range of balanced, healthy and nutritious meals designed for beyond toddlers.

With favourites like chicken penne pasta and beef and veggie noodles, with added nutrients, you will find the perfect balanced meal for your little ones.

All our ingredients are carefully sourced so you know they are getting the best.

Photo by National Cancer Institute on Unsplash

JUST FOR KIDS



BELIEF	MARKET BELIEF	DESIRE
It will happen	*It will be big*	*I will buy it*
53 %	62 %	39 %
#9/11	#6/11	#11/11

While there is a relatively high level of market belief, Just for Kids shows the least desire in terms of purchase

BACKING THIS FUTURE



#9/11

SUPPORTED BY

To help facilitate the need for health and nutritious meals for kids in busy family households.

RESONATES WITH

Only real group with traction is the young families life-stage, but other futures outperform this among this cohort.

MAPPING THE FUTURE



Just for Kids emerges as a **Plodder** for future development.

OVERALL PREFERENCE

#11/11

FAKEAWAYS



Photo by Clem Onojeghuo on Unsplash

Photo by Mak on Unsplash

FAKEAWAYS

While not exactly a new phenomena, Covid-19 restrictions has seen an increasing demand for replicating the out of home dining and takeaway experience in ready meal format. This is clearly an opportunity for the industry and taps into the rise in more premium offerings and the want to give consumers a ‘treat’ experience at home.

- Over half of ready meal consumers in the UK feel eating takeaways is more enjoyable than eating a ready meal; *however 53% of ready meal consumers view ready meals as a nice treat (Mintel, August 2020)*
- 58% of UK adults felt uncomfortable going to restaurants/ bars in doors in July 2020 - hence the launch of the “Eat out to help out” UK Government campaign *(Guardian, August 2020)*
- Just Eat’s UK business saw 33% year-on-year growth in April and May – generating 29m orders *(Citywire.co.uk, July 2020)*



Photo by Clem Onojeghuo on Unsplash

Photo by Mak on Unsplash

FAKE AWAYS

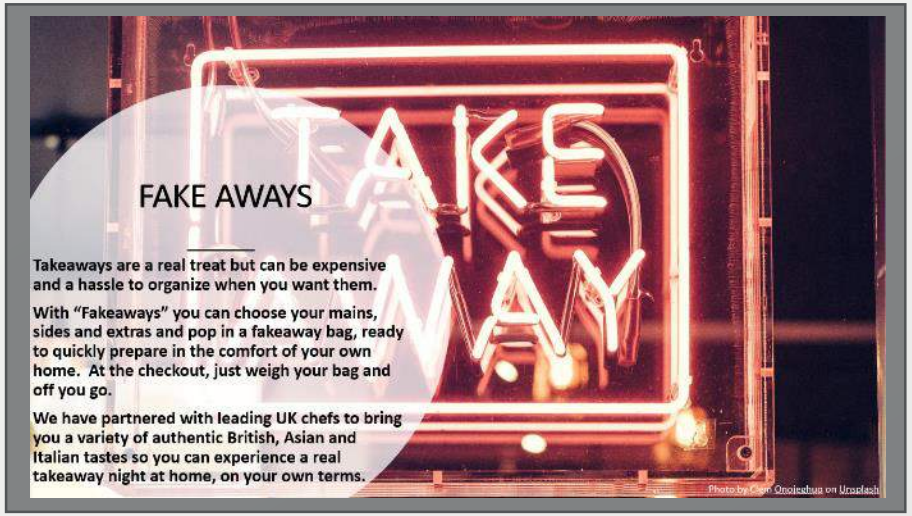
Takeaways are a real treat but can be expensive and a hassle to organize when you want them.

With “Fakeaways” you can choose your mains, sides and extras and pop in a fakeaway bag, ready to quickly prepare in the comfort of your own home. At the checkout, just weigh your bag and off you go.

We have partnered with leading UK chefs to bring you a variety of authentic British, Asian and Italian tastes so you can experience a real takeaway night at home, on your own terms.

Photo by Clem Onojeghuo on Unsplash

FAKE AWAY'S



BELIEF	MARKET BELIEF	DESIRE
It will happen	*It will be big*	*I will buy it*
58 %	63 %	58 %
#7/11	#4/11	#5/11

Fake Aways likely to be purchased quite frequently more scepticism than others around whether it will happen

BACKING THIS FUTURE



#5/11

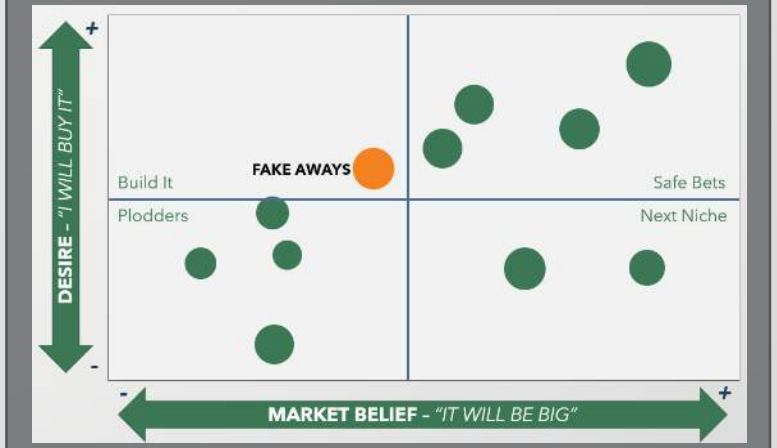
SUPPORTED BY

The increased demand in recent times for takeaways and meal deliveries and creating this experience at home.

RESONATES WITH

Resonates most strongly with 25-54 year old females of lower social grades.

MAPPING THE FUTURE



Keep it Simple emerges as a **Build It** for future development.

OVERALL PREFERENCE

#6/11

FAKEAWAYS

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EVERYDAY → **PREMIUM**



Goodfella's Takeaway range comes in packaging resembling what you would expect from Domino's or Pizza Hut.

"Fully loaded with mouth-watering toppings and a tasty Stone baked Takeaway base, we have your big night in covered"

Source: Goodfella's



Waitrose Takeaway Meal Bag for 2 – provides microwaveable, high quality portions making up a full takeaway style meal for 2.

"Egg fried rice, chicken chow mein, beef in black bean sauce and sweet and sour chicken with 6 vegetable spring rolls"

Source: Waitrose



M&S Gastropub allows consumers to enjoy high-quality restaurant like meals in the comfort of their home. From tasty main dishes to indulgent desserts, Gastropub is a great treat.

Source: Marks and Spencer

Product Image Source: GNPD

Photo by Clem Onojeghuo on Unsplash

Beyond Dinner?



Photo by Clem Onojeghuo on Unsplash

Photo by Mak on Unsplash

BEYOND DINNER

New opportunities for chilled ready meals are evident outside of the main evening meal format, and reinforcing products with claims around health in particular to help drive penetration within both breakfast and lunch.

- Seeking convenience certainly not a new thing for breakfast or lunch and solutions to meet this need have been commonplace in the UK for many years.
- However the most popular UK meals for both breakfast and lunch tend not to be very labour intensive…
  - *Breakfast = Cereals and Toast*
  - *Lunch = Sandwiches/ wraps*

- However with impact of Covid-19 on behaviours, consumers are afforded more time with food choices and consequently a rise in scratch cooking has occurred during the pandemic in the UK.
- This coupled with a greater focus on healthy eating has led consumers to start the day healthier – but convenience is still key!
- We see many brands and products tapping into these trends with ready meal solutions…

Photo by Helen Shi on Unsplash

BEYOND DINNER

Ready meals are a great option when you don't feel like preparing a home cooked evening meal or you fancy a treat, but there are times when you'd like to have something so tasty and easy at other times of the day.

With the Beyond Dinner range of chilled ready meals, you get tasty and highly nutritious ready meal options for lunch, like Falafel and Cous Cous or Salmon darns with pasta. Perfect for when you are working at home, or just fancy something special for lunch.

Enjoy… Any time



Photo by Matheus Frade on Unsplash

BEYOND DINNER

BORD BIA Thinking House



BELIEF	MARKET BELIEF	DESIRE
It will happen	*It will be big*	*I will buy it*
53 %	52 %	53 %
#10/11	#9/11	#6/11

Beyond Dinner lacking market belief and desire relative to other futures

BACKING THIS FUTURE



#7/11

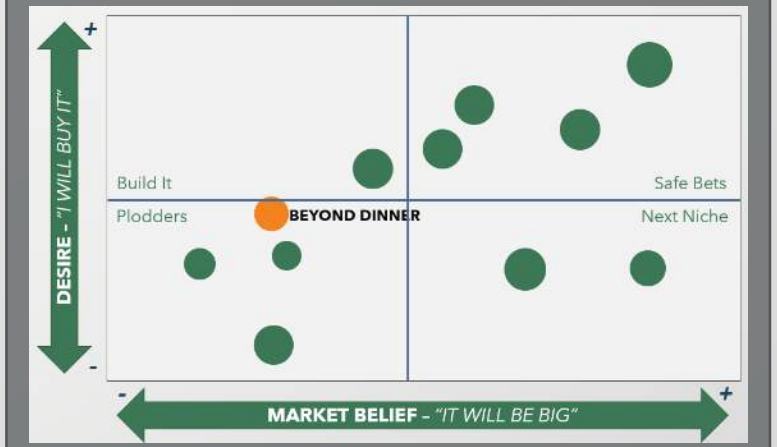
SUPPORTED BY

The importance of convenience among buyers and whether this can adapt to other day parts.

RESONATES WITH

Greatest resonance is with under 35 males in the pre family life-stage.

MAPPING THE FUTURE



Beyond Dinner just emerges as a **Plodder** for future development.

OVERALL PREFERENCE

#7/11



Brand: Kirsty's

Origin: UK

Description: This is a gluten free, dairy free and soya free product that is suitable for lunches or for the kids.

Product Image Source: GNPD



Photo by Erika Giraud on Unsplash

Life-Stage Targeting

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PRE FAMILY



Under 40
No Dependent Children

YOUNG FAMILIES



Eldest child is 10 years of age or younger

MATURE FAMILIES



Eldest child is older than 10 years of age

POST FAMILY



Over 40
No Dependent Children

SHIELDING

The Covid-19 pandemic has meant that people are more conscious of eating healthier and are looking for healthier and more nutritious options when they choose what they eat.

Manufactures are more focused on introducing food that is more nutritious with healthier ingredients due to the increasing concern among consumers regarding ready meals which have been associated with lifestyle diseases such as obesity.

76%

of US parents who say that promoting the family's immune health plays an 'important' or 'very important' role in their food purchasing decisions for their children (2019)

Source: Stylus

Photo by Anna Shvets from Pexels

WISDOM MEALS

As we get a little older, our nutritional needs and tastes evolve. Its important that our meals are balanced with the right vitamins and minerals so we can continue to live life to the fullest.

Wisdom Meals are chilled ready meals that are carefully formulated with added Vitamins, Calcium and other essential nutrients to keep us sharp and help protect our immune system.

With a range of tasty, balanced traditional favourites, you will get all the goodness your body needs in a convenient ready meal.

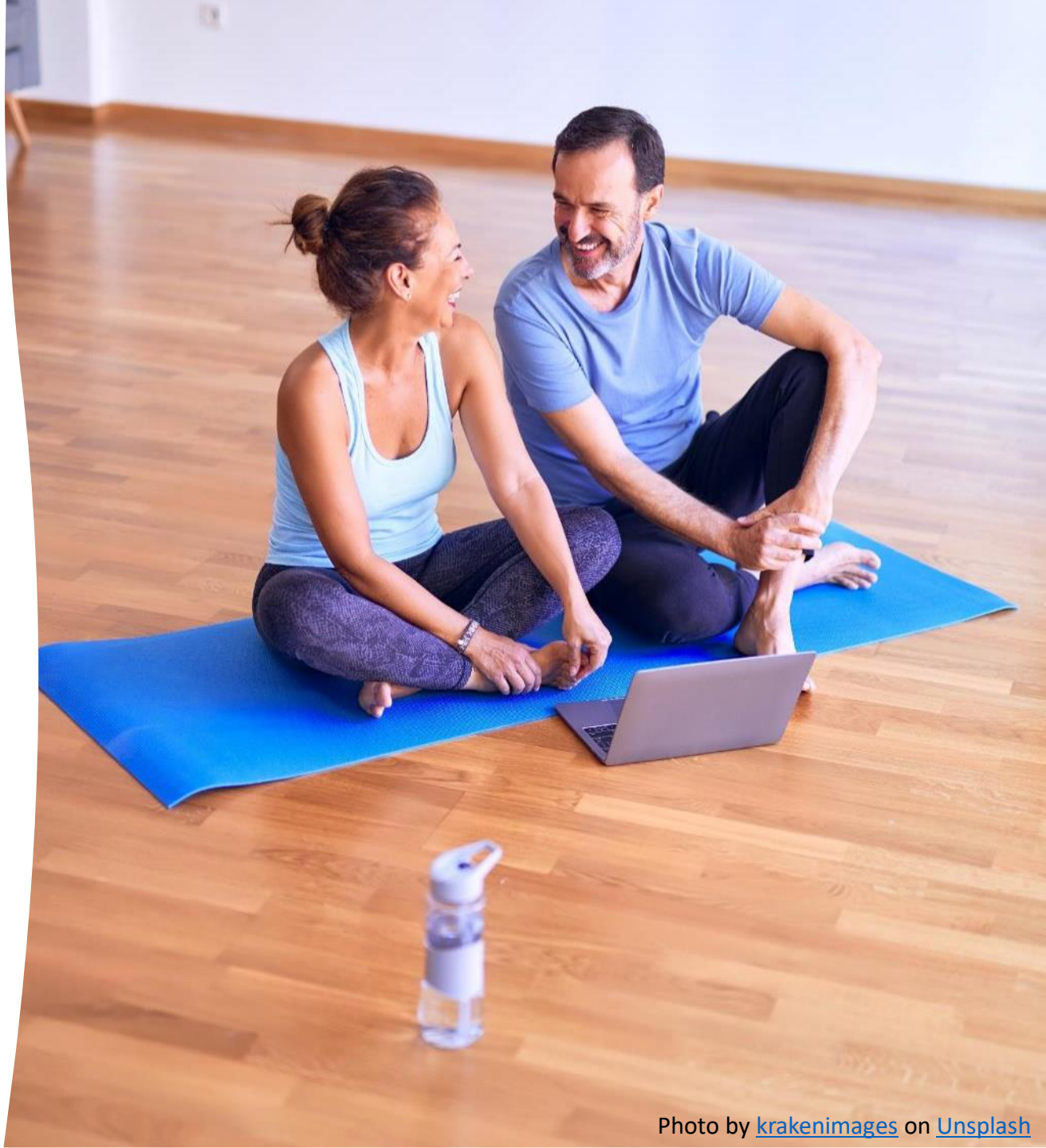

Photo by krakenimages on Unsplash

WISDOM MEALS

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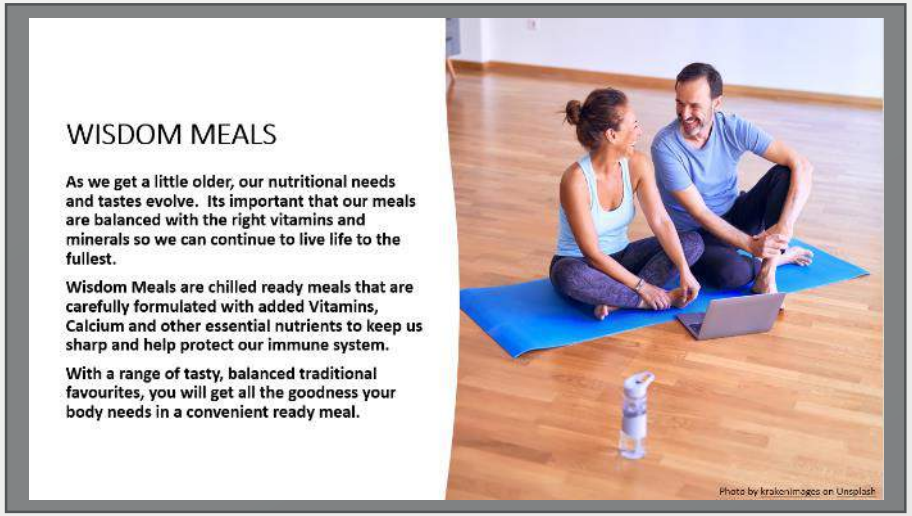

BELIEF	MARKET BELIEF	DESIRE
It will happen	*It will be big*	*I will buy it*
54 %	46 %	49 %
#8/11	#11/11	#7/11

Wisdom Meals fails to capture the imagine both in terms of market belief and future desire to purchase.

BACKING THIS FUTURE



#11/11

SUPPORTED BY

The increasing trend among UK grocery shoppers seeking immune boosting foods in their diets.

RESONATES WITH

Some traction among 45-54 year old males, but limited opportunities elsewhere.

MAPPING THE FUTURE



Wisdom Meals emerges as a **Plodder** for future development.

OVERALL PREFERENCE

#8/11

SUMMING UP



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Image by Engin Akyurt from Pixabay

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SUMMING UP

What?	So What?
Play by the rules	Cost is critical; Ensure MUV stacks up. And convenience is king.,.
Variety in ready meals is the spice of life and innovation is in abundance. Stay ahead of the curve on new genres of interest.	Think Greek Think American Think Beyond the Obvious
Half of ready meal buyers are reluctant	Help to get them over the line with better options
Transparency is important in this space; beyond meat	Create a virtue of origin, sourcing and transparency
Families are an important niche that are poorly served	There are opportunities in this specialised territory



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SUMMING UP

What?	So What?
Ready Meals are Under Pressure and while they have evidently improved in recent years, there is still room to improve in terms of cleaning them up…..	Premium Options Goodness of Plant Cleaner Meals
And half of ready meal buyers embrace cooking; scratch is still best	Hybrid Ready Meals to bring them closer to scratch
Plant based Foods are here to stay; a mix of plant, animal & human health.	Make plant part of your plans, but it's not the only show in town
Brands have a role in pushing the boundaries, but it's tough	Be truly different; leverage distinctivity beyond the food
Packaging is high on consumer's and retailer's radars	Get your pack strategy right with a focus on the environment



25th November 2020

THANK YOU!

Any Questions?

BORD BIA
Thinking House

Bord Bia Team

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