

Chilled / Prepared Foods 2007-12	Kantar WorldPanel							YoY % Change 2011-12	YoY % Change 2007-12
	EUR	EUR	EUR	EUR	EUR	EUR			
	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 25 Dec 11	52 w/e 23 Dec 12			
Spend 000s EUR									
Chilled Ready Meals & Main Meal Accompaniments	1,230,036	1,185,909	1,220,831	1,385,525	1,529,072	1,639,529	7	33	
Fresh Pasta (Inc Noodles)	118,484	130,269	140,309	142,724	155,991	154,584	-1	30	
Chilled Prepared Leafy Salads & Veg	628,242	651,103	864,667	936,863	992,668	1,048,210	6	67	
Chilled Prepared Mixed Tray Salad	37,296	37,620	22,516	30,503	36,236	37,396	3	0	
Chilled Prepared Fruit	139,223	157,279	160,151	170,804	201,057	206,392	3	48	
Chilled Pizza	418,967	429,863	460,781	472,405	493,816	516,774	5	23	
Chilled Pate+Paste+Spread	100,031	99,915	106,145	108,800	115,746	116,136	0	16	
Chilled Breads	162,420	166,549	175,991	183,760	200,450	201,568	1	24	
Chilled Sandwich Fillers	133,569	130,657	131,931	132,078	144,688	152,746	6	14	
Chilled Dips	173,979	184,605	200,406	199,928	201,409	196,206	-3	13	
Fresh Stuffing	686	611	986	888	422	594	41	-13	
Sliced Cooked Meats	2,077,009	2,194,327	2,274,844	2,392,740	2,556,570	2,593,005	1	25	
Defined Fresh Meat and Pastry	616,631	662,911	701,460	726,653	746,410	746,586	0	21	
Chilled Quiches/Flans	175,629	177,719	175,454	178,786	176,255	178,794	1	2	
Chilled Rice	29,162	26,090	26,935	26,143	31,102	33,104	6	14	
Chilled Vegetarian	62,735	58,374	54,794	58,481	58,262	60,894	5	-3	
Chilled Sauce	0	0	81,469	82,138	86,065	89,926	4		
Fresh Soup	94,599	99,155	107,842	120,860	127,742	132,739	4	40	
Pourable Dressings (Salad Dressings)	5,374	4,917	3,906	4,027	4,406	4,983	13	-7	
Smoked Chilled Fish	0	0	280,895	287,351	297,977	308,712	4		
Chilled Prepared Fish	90,348	85,898	238,115	232,134	226,754	251,211	11	178	
Added Value Seafood	482,213	476,481	478,467	481,983	505,665	567,175	12	18	
Value Added Poultry	879,845	861,415	940,400	1,029,922	1,113,884	1,239,814	11	41	
Total Chilled Desserts	613,345	641,163	722,663	752,442	798,244	812,409	2	32	
To eat Hot	277,783	281,457	285,428	469,537	491,559	473,988	-4	71	
To eat Cold	335,264	359,706	437,236	262,732	284,702	317,083	11	-5	
Chilled Cakes	306,230	333,785	377,082	401,288	411,892	438,857	7	43	
Total Chilled Stir Fry Products	85,626	96,276	115,246	117,567	131,412	134,099	2	57	
Beansprouts Only	2,781	2,655	1,701	1,502	2,268	2,654	17	-5	
Noodles Only	15,241	18,484	23,996	26,703	31,379	32,348	3	112	
Ready Meals	1,292	2,817	1,659	2,814	3,275	4,351	33	237	
Sauce Only	5,740	7,674	10,849	11,954	15,624	16,958	9	195	
Stir Fry Veg	60,571	64,648	77,042	74,594	78,868	77,788	-1	28	
For Major Multiple Grocers:									
Sandwiches, Rolls, Baguettes	417,426	420,006	450,304	479,259	513,739	528,105	3	27	
Wraps	45,319	44,584	58,574	59,861	66,584	80,100	20	77	
Convenience versus Retail Sandwiches Rolls Baguettes:									
Total SRB	0	0	4,256,946	4,538,636	4,764,501	4,971,857	4		
Total Retail SRB	0	0	899,595	738,972	804,092	823,660	2		
Convenience SRB	0	0	3,357,351	3,799,664	3,960,409	4,148,197	5		
Grand total chilled prepared food inc Convenience SRB	9,124,126	9,357,481	13,930,515	14,975,403	15,862,945	16,597,508	5	82	
Grand total retailed chilled prepared food exc conv SRB	9,124,126	9,357,481	10,573,164	11,175,739	11,902,536	12,449,311	5	36	
UK population (millions)	60.8	61.2	61.6	62	62.5	63.6	1	5	
Spend per person (EUR)	0.15	0.15	0.17	0.18	0.19	0.20	4	33	