

# Business Information Centre



**Convenience & Confectionery  
Sector Guide**

## Market Intelligence: Convenience & Confectionery Sector Guide

Accurate information is the key to success in today's challenging global market place. Invest NI's Business Information Centre (BIC) holds a comprehensive collection of business intelligence resources and is staffed by information specialists who will help visitors source company and market information.

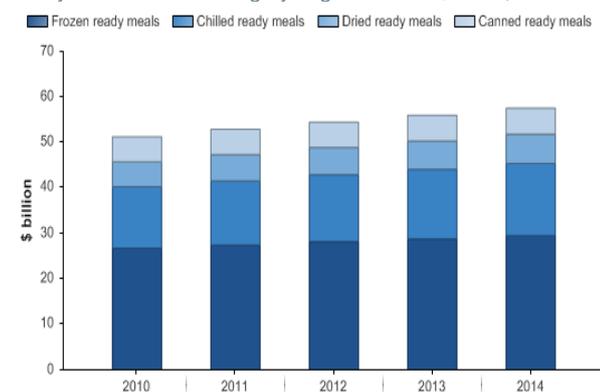
### Global Industry Outlook:

**The global ready meals market grew by 2.7% in 2014 to reach a value of \$57.5 billion.**

By 2019 the market is forecast to rise by 16%, reaching \$66.7 billion.

Frozen ready meals is the largest segment of the global ready meals market, accounting for over half of the market's total value, with the chilled segment accounting for a further 27.5%.

Ready meals market category segmentation: \$billion, 2010-14



Nestle S.A. is the leading player in the global ready meals market, generating 10% of the market's value.

Source: Marketline

### Trend Analysis:

#### Snacking is near universal in Ireland

Snacking is an ingrained habit in Ireland, with 94% of NI and 96% of ROI consumers doing so at least once a day, which is good news for producers of snack foods.

Health considerations play a significant role in the Irish snacking market and negative media coverage around the consumption of sugar has seen Irish consumers reduce their consumption of sweet snacks.

The introduction of sweet-free checkouts at supermarkets has also been well received with local consumers preferring to see healthier snacks as opposed to confectionery.

The challenge therefore for snack producers is to develop innovative healthy snacks that focus on taste and tap into the treat factor that consumers are looking for and enable them to consume fewer calories without reducing indulgence, thus giving them the best of both worlds from their snacks.

Source: Mintel

## Selection from current resources

### Mintel

#### Recent reports include:

- Ready Meals Ireland – Nov 2015
- Prepared Meals Review UK – May 2015
- Attitudes towards Lunchtime Foods UK – Oct 2015
- Consumer Snacking UK – March 2016
- Kids Snacking UK – May 2015
- Crisps, Savoury Snacks & Nuts UK – Jan 2016
- Consumer Snacking Habits Ireland – Jan 2016
- Biscuits, Cookies & Crackers UK – March 2016
- Chocolate Confectionery UK – April 2016
- Cereal Ireland - Oct 2015
- Attitudes to Healthy Eating UK – Feb 2016
- Sugar & Gum Confectionery UK – Dec 2015
- Attitudes towards Sports Nutrition UK – June 2016

### Canadean

#### Product Launch Analytics:

This useful tool for successful new product development has 20 fields of data captured including: brand; product name and varieties; product design; ingredients and nutritional info; innovation rating; flavours and pack type, size, material and price; manufacturer/ distributor and countries of distribution.

#### Recent analyses include:

- Flavour Appeal in Potato Chips
- Emerging Trends in Snacking & Snack Food
- Flavour Appeal in Gum
- Adultifying Sugar Confectionery
- Flavour Appeal in Chocolate
- Five Opportunities for Snacking in 2015
- Ready Meals & Soup Innovation Update

### Marketline

**This database covers all of the following for the convenience and confectionery sectors:**

- Industry Reports - Top line information on sectors including: Ready Meals, Savoury Snacks, Confectionery, Chocolate Confectionery, Potato Chips and Biscuits
- Company Info - SWOT analysis for leading companies
- Case Studies on aspects of the industry - brand strategies, niche markets
- Company News - launches, innovations, recalls
- Financial Deals - mergers, acquisitions, venture financing

### Plimsoll

**Monthly updated analysis which allows companies to monitor their UK competitors and see where they sit in their market.**

#### Industries covered include:

- Biscuit Manufacturers
- Pastry Food Products
- Sandwich Makers
- Cakes & Desserts
- Ready Made Meals
- Sandwich Makers
- Pie Manufacturers
- Confectionery Manufacturers
- Dried Fruit & Nuts

UK Company Data:	International Company Data:
<p><b>Kerry Foods</b> is a major supplier of added value chilled foods including ready meals and convenience snacks across Ireland and the UK.</p> <p>It holds the number one brand position in most of its markets, and has developed a well-balanced business supplying supermarket private label, including to major retailers. Looking to tap into the £4.2 billion takeaway market and encourage an uplift in consumption of frozen foods, Kerry Group has recently extended its ethnic frozen ready meals category with the launch of its branded "Takeaway" range for Sharwoods.</p> <p>Source: Mintel</p>	<p>Established in 1891, <b>Dr Oetker</b> is a German business specializing in frozen pizza, with operations spanning across Eastern and Western Europe as well as the Americas.</p> <p>The company's product portfolio comprise a range of pizzas under brand names such as: "Ristorante" – said to be inspired by authentic Italian recipes with 8 flavours to choose from including the new Fromaggi &amp; Pomodori and the "Chicago Town" pizza range which offers a wide variety of products including stuffed crust, deep dish and thin.</p> <p>Source: Mintel</p>
<p><b>Specialist Resources:</b></p> <p><b>The Grocer Online</b> leads the market as the UK's only online service (and weekly magazine) with coverage of the whole FMCG sector. Customers range from directors of the large multiples to independent retailers, wholesalers and suppliers as well as growers, food processors, manufacturers, key opinion formers and the national media. The Grocer is well known for its "Focus On" series of reports on topics such as Food to Go, Confectionery, Ready Meals, Cakes &amp; Biscuits, Pastries &amp; Meat Snacks etc.</p>	
<p><b>Resources available in our Business Information Centre include:</b></p> <div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="text-align: center; margin: 10px;">  </div> <div style="text-align: center; margin: 10px;">  </div> <div style="text-align: center; margin: 10px;">  </div> <div style="text-align: center; margin: 10px;">  </div> <div style="text-align: center; margin: 10px;">  </div> <div style="text-align: center; margin: 10px;">  </div> <div style="text-align: center; margin: 10px;">  </div> <div style="text-align: center; margin: 10px;">  </div> <div style="text-align: center; margin: 10px;">  </div> </div>	

If you require this leaflet in an alternative format (including Braille, audio disk, large print or in minority languages to meet the needs of those whose first language is not English) then please contact:

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