

Frozen



LOVE AT FIRST BITE



Bringing people together

DETAILS

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KEY BRANDS

McCain

- Home Chips
- Crispy French Fries
- Naked Oven Chips
- Air Fryer Fries
- Gastro
- Baked Jacket Potatoes
- Smiles
- Vibes
- Hashbrowns

➡ McCain remains a leading player in the frozen food category, driving momentum through innovation across its products, farming practices and consumer campaigns. Over the past 12 months, this activity has placed chips at the heart of a broader range of dining and social occasions, reflecting their role in bringing people together.

“This year has been another significant one for campaigns and announcements at McCain,” says Naomi Tinkler, director of category growth. “In February, we announced our third global Farm of the Future, a 202-hectare research and innovation site in North Yorkshire developed in partnership with the University of Leeds. The site will trial regenerative agriculture practices at commercial scale, reinforcing our commitment to British agriculture and supporting our ambition to implement regenerative practices across 100% of our global potato acreage by 2030.

“Our consumer campaigns have also brought McCain products into a range of new spaces, demonstrating how chips can play a vital role beyond traditional mealtimes,” she adds. “In March, Mr Chippy paired McCain Crispy French Fries with soft-serve ice cream at pop-ups in Brighton and Newquay, inviting consumers to try an unexpected sweet-and-salty combination.

“This was followed by the limited-edition Chip Martini, developed in partnership with prestigious London cocktail bar Nightjar. Inspired by the popular pairing of martinis and fries, we created a bespoke potato vodka, using the same potato variety as in our chips, blended with dry vermouth, finished with a French fry garnish and served alongside a portion of McCain Crispy French Fries. These activations reimaged chips in fresh, unexpected ways while keeping the product’s quality and taste at their core. Placing chips at the centre of new dining and social occasions demonstrates their versatility and creates new ways for consumers to engage with the brand.”

For many years, McCain has catered to families across different lifestyles and occasions, building and maintaining strong consumer trust,



“Activations such as pairing McCain Crispy French Fries with soft-serve ice cream at pop-ups, or developing a limited-edition Chip Martini reimagine chips in fresh, unexpected ways”

notes Tinkler. “Our marketing continues to demonstrate how chips can support connection through shared mealtimes,” she says. “This year, The Dad Joke Effect, developed in partnership with Beyond Equality, explored how humour and shared laughter can strengthen relationships between father figures and sons. Delivered via an integrated OOH, AV, earned and social campaign, it placed McCain chips at the heart of relatable family moments, highlighting the role of food can play in bringing people closer.

“Looking ahead, we remain committed to the 2030 target for our regenerative agriculture plan. Also, with further NPD planned across our portfolio, our focus remains on delivering tasty, convenient and creative meal options that respond to changing consumer needs, while identifying relevant ways to bring people together and maintain McCain’s leadership in frozen potatoes.”

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Taking a fresh look at frozen

Can the frozen category broaden consumers' horizons?

While some might think that the incredible heat in the UK this summer would have been a unique catalyst for shoppers to invest more spend in frozen foods, such as ice creams and desserts, the reality is that the wider category has been gradually warming the hearts of the British public for some time, with many consumers now realising how the potential of their freezers and how they can use them to best effect.

In fact, according to a YouGov survey¹, 92% of Britons use frozen food at least once a week, with 62% citing value for money as the top reason for purchasing in the category, ahead of quality (50%) and taste (47%). These are closely followed by convenience-related benefits (42%) and quick preparation (41%). While the data in its

study goes into much more detail, the overall conclusion from YouGov is that “consumers primarily choose frozen for its value and convenience” and “purchasing habits in the frozen aisle have remained largely stable over the past year”.

However, other research suggests that there is still quite a hill for frozen food to climb if it is to overcome outdated perceptions with consumers and underline the importance of its contribution to the wider food industry. Despite the positive attributes that frozen food brings to the table, a study across Europe from Nomad Foods², owner of the Birds Eye brand, states that the category remains under-represented in many of the wider debates and policy discussions shaping the future of food. In the

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Outdated perceptions and a relatively static although solid performance suggest that frozen food in the UK is still being viewed by consumers as the little cousin to fresh. Yet changes in the frozen food offering to better reflect modern consumption habits are beginning to challenge tradition and shed a new light on the category as being a whole lot more than simply convenient

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report, Dominic Brisby, chief executive officer at Nomad Foods, says: “A household managing a tight budget or unpredictable schedule can rely on frozen ingredients that are available when needed, reduce waste by using them over time and still support balanced cooked meals. At the same time, frozen supply chains provide stability within a food system that is becoming more uncertain. The cold chain enables food to be stored, transported and accessed in ways that fresh just-in-time models cannot always replicate.

“Yet this role is still not fully recognised. Frozen food remains under-represented in many of the debates and policy discussions shaping the future of food – whether that is around nutrition, access, or food system resilience.”

Moreover, while sales in the overall category remain stable, suppliers interviewed here clearly believe that the key to overcoming these traditional perceptions and drive growth lies in making frozen food increasingly relevant to the evolving tastes, eating habits and occasions of modern (and often time-constrained) households.

Static performance

The frozen food category does continue to demonstrate its resilience and relevance, according to Maxim Margain, international director at Picard Surgelés, a French company beginning to make inroads into the UK’s frozen food market. “Consumers increasingly recognise frozen food as a smart solution that combines convenience, quality and value,” he says. “What we are seeing is a growing appreciation of frozen products not simply as a back-up option, but as an everyday choice that helps households manage busy lifestyles, reduce waste and enjoy a wide variety of cuisines throughout the year.

“The category is also benefiting from long-term consumer trends such as smaller households, more flexible eating occasions and the search for products that balance indulgence, health and convenience,” he adds. “The European frozen food market is expected to grow at a CAGR of 7.9% over the next five years³, with the UK market projected to follow a similar trajectory.”

Meanwhile, Kevin Friel, VP of marketing at Strong Roots, agrees



that frozen foods remain essential to how UK households manage everyday meals, with the category growing at 3.2% over the last 52 weeks⁴. “Value and convenience remain critical, but the category is entering a new phase with shoppers increasingly expecting more from the food they keep in their freezers and prioritising recognisable ingredients, strong nutritional credentials, restaurant-quality results and products that make it easier to eat well,” he says. “Within frozen potatoes, vegetables and sides, we are

seeing the beginnings of a shift from purely conventional options towards more natural, vegetable-led and ‘better-for-you’ choices. This is a trend already developing strongly in the US, where products positioned around simple ingredients, vegetable content and more considered nutritional credentials are bringing new energy to the frozen potato category. We expect that mindset to become increasingly influential in the UK.”

He adds that Strong Roots is well-placed to help lead this charge by making natural accessible potato products that deliver familiar enjoyment. For example, in the sweet potato segment, the company has been a key driver, he says, with high-performing products including Sweet Potato Fries, Sweet Potato Hash Browns and Garlic Roasted Sweet Potato.

Frozen potato products are certainly popular with the British public, with YouGov revealing that 77% of

“Value and convenience remain critical, but the category is entering a new phase with shoppers now expecting more from the food in their freezers”



92%

of Britons use frozen food at least once a week¹

YouGov

62%

of UK consumers cite value for money as the prime reason for purchasing frozen food¹

YouGov

50%

of frozen food purchases made by Gen Z are influenced by social media, so online inspiration is powerful¹⁸

NFRA

consumers would consider buying them⁵. McCain director of category growth Naomi Tinkler says the frozen potato sector has continued to perform well over the past year, with shoppers seeking products that deliver value, convenience and consistent quality while fitting a range of cooking methods and mealtime occasions. “By balancing established favourites with products designed for modern cooking behaviours [such as air fryers], the category has remained relevant and has continued to meet the needs of today’s households,” she notes.

Looking beyond potatoes, frozen fish saw a 0.1% value increase, but volume was down 4.3%⁶ as the average price in the category increased by 4.5%⁷, reveals Whitby Seafoods managing director Laura Whittle. “Within frozen coated seafood, we saw a small overall decline due to falling penetration of the category. Battered products are performing better than breaded,

benefiting from the rise in at-home eating vs eating out of home, as well as increases in at-home snacking,” she says. “Battered coated fish and seafood products appeal to a younger demographic who are new to the category, helping to drive incremental category growth.”

Apart from the usual go-to items in the frozen aisle, there is little doubt that the category proposition has become much more diverse, as Danielle Guy, sales manager – food retail at freezer technology specialist Kelsius points out. “Premium products, internationally inspired food, convenient meal solutions, protein-focused products, snacks and more indulgent desserts are helping move frozen beyond the perception of being dominated by traditional staples,” she says. From an operational viewpoint, this greater choice and the wider selection of higher-value products make reliable temperature

control and stock protection in-store even more important, which is where the company’s wireless data-led temperature control comes into play.

“The significant amount of product value concentrated within relatively small areas of a store makes frozen an important retail category,” she explains. “Retailers are now placing increased focus on making food safety processes more efficient, as a refrigeration failure that goes unnoticed can quickly become a costly incident,” she notes. “At the same time, retailers are under pressure to control labour costs, reduce food waste and demonstrate consistently high standards of compliance. This is encouraging a shift away from relying solely on periodic, manual temperature checks towards continuous automated monitoring. Retailers increasingly want visibility of what is happening within their refrigeration equipment around the clock, rather than discovering a

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problem at the next scheduled check,” she adds.

Meanwhile, Nomad Foods believes that frozen is “already helping people eat better”, but says that, across Europe, consumers still default to fresh, often out of habit rather than evidence. In its Frozen in Focus 2026 report⁸, the company reveals that frozen food is a core part of how households now manage modern life, with flexibility reliability and access to good food that fits around busy routines. However its research⁹ also illustrates that the reputation challenge for the category remains significant, with a clear perception gap around nutrition in particular, as many consumers still assume that fresh is more nutritious than frozen. “Outdated perceptions of frozen food risk narrowing the choices available rather than helping people make the most of them,” it says.

Thawing the boundaries

So, with the challenges still facing the frozen in mind, do suppliers think that the category is evolving to the point where consumers are embracing it like never before?

This summer’s heatwave in the UK certainly provided an opportunity for particular frozen categories to capitalise on sales. However, suppliers believe there is a definite thaw in the air when it comes to discovering the wider benefits of many frozen food sub-sectors – and the seasonal heat may have allowed them to discover the broader options the category brings.

During the warmer summer months, shopping and cooking habits naturally shift, says Monisha Singh, consumer foods marketing controller (foods division) at Kepak Convenience Foods. “Consumers are less inclined to spend time preparing large meals from scratch and, instead, look for convenient, fuss-free options that still deliver on flavour and quality,” she says. “Rustlers Frozen Meal Kits are perfectly placed to meet this demand, offering a quick and easy solution that can be cooked in an air fryer in just 10-16 minutes.”

McCain’s Tinkler agrees that, on hot days, consumers want quick and convenient meal options that minimise time in the kitchen while still providing great value. “McCain’s offering, including Home Chips, Crispy French Fries and Baked Jacket Potatoes, suits this perfectly, as our



range can be cooked in the oven or air fryer, minimising preparation time and suited to a variety of serving needs,” she says.

Hot weather will naturally support frozen desserts and ice cream, but it also changes the way people approach wider mealtimes, observes Strong Roots’ Friel. “Consumers tend to move towards quicker preparation, informal eating, barbecues, sharing dishes and food that does not require

the oven to be on for long periods,” he says. “That creates opportunities for frozen sides, snacks and sharers that can be cooked quickly in an air fryer and used flexibly across different occasions. Bold seasoning, sweet heat, garlic and globally inspired flavours are particularly relevant because they bring the excitement of restaurant and takeaway food into the home.”

During the hot weather, frozen desserts and light bites/snacking

Sectors that excite consumers



At Whitby Seafoods, one of the most interesting developments has been frozen moving beyond traditional centre-of-plate products into more exciting formats, global flavours and snackable occasions. “Products like Iceland’s TGI Fridays Mini Cheeseburger Basket, which won the 2026 BFFF Retail Innovation Award, show how much more playful the category is becoming,” says Whittle. “For younger shoppers, the opportunity is to make frozen fit how they eat: hot snacks, sharing, fakeaway, smaller meals and air-fryer-friendly formats, alongside protein and bold flavours. Research shows 65% of 18-39s want to try the latest food trends when eating outⁱ; frozen has an opportunity to bring that excitement home. For coated seafood specifically, that means moving beyond ‘fish for dinner’ and giving younger shoppers permission to snack,

dip, share and experiment with it.”

Fruit and vegetables plus ready meals continue to be two of the most dynamic areas of the frozen aisle, particularly as consumers embrace healthier eating habits and seek practical ways to reduce waste, reveals Picard Surgelés’ Margain. “The frozen fruit and vegetables and ready meals markets in Europe are projected to grow by 50% over the next five yearsⁱⁱ,” he says. “Bakery products, premium ready meals, snacking solutions and desserts are also performing strongly.”

However, he also highlights the growing demand for flexibility at mealtimes. “Consumers increasingly want to mix and match products to create meals that suit their tastes, dietary preferences and household needs,” he says. “Frozen food is perfectly positioned to meet this trend, allowing shoppers to build anything from a

quick weekday dinner to a more indulgent weekend meal. This versatility represents a significant opportunity for innovation and is particularly appealing to younger consumers seeking both convenience and choice.”

Strong Roots’ Friel agrees that the next wave of growth is coming from products that respond to broader shifts in how consumers want to eat, and he cites three major opportunities shaping the future of the frozen category:

- The rise of more natural accessible potato products – a trend which has already gathered momentum in the US, where shoppers are actively seeking products made with recognisable ingredients and simpler recipes, without compromising on the crispy, restaurant-quality experience they expect. “The UK is beginning to follow that trajectory as consumers become more conscious of

ingredients and look for food that feels both familiar and better aligned with their lifestyles,” he says.

- Sweet potato as an exciting growth opportunity – it’s no longer viewed as a niche alternative, with sales volumes in this segment up 17% over the last yearⁱⁱⁱ. Consumers increasingly recognise it as an easy way to introduce more vegetable variety and fibre into everyday meals.

- A much bigger role for frozen vegetables – rather than sitting in a single ‘vegetable’ category, vegetables are increasingly becoming part of familiar foods and occasions; whether that’s burgers, hash browns, fries or quick midweek meals.

“Alongside these trends, we’re seeing a shift towards snacking and sharing occasions, with consumers looking for products that can move seamlessly between meals, sides and informal eating,” he adds.

food benefited the most, adds Whitby Seafoods’ Whittle. Interestingly she reveals that gravy and stocks showed the largest growth of all^{iv}, albeit from a small base, suggesting that convenience played a key role in performance.

There is clearly a strong relationship between warmer weather and demand for areas such as ice cream, frozen desserts and treats, says Kelsius’ Guy. “From an operational perspective,

hot weather creates another important consideration for retailers: refrigeration resilience. Higher ambient temperatures combined with busy trading periods, frequent freezer-door openings, deliveries and replenishment can make this a particularly important time to maintain visibility of refrigeration performance. If demand increases during hot weather, retailers need confidence that the stock supporting those additional sales

remains correctly stored. Automated temperature monitoring can provide continuous oversight and alert staff when temperatures deviate, allowing them to investigate before an issue potentially results in stock loss.”

However, while seasonal weather can provide a boost to certain frozen categories, we’re seeing a much broader shift in consumer behaviour, says Steve Mellor, product manager for Itabashi at Morliny Foods. “Shoppers

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are increasingly seeking authentic global cuisines and restaurant-quality food experiences that can be enjoyed at home," he says. "Our consumer research found that 91% of consumers are open to trying new and exciting flavour combinations¹¹ while 84% enjoy meals with bold, strong flavours¹².

"Asian cuisine is already a regular part of consumers' home cooking, with 44% of those surveyed eating Asian cuisine once every two weeks and a further 30% eating it monthly¹³," he adds. "This appetite for variety and flavour discovery presents a clear opportunity for frozen, particularly as consumers look for more accessible ways to enjoy the cuisines they already love."

While he agrees that warmer weather provides an additional boost to categories such as ice cream, frozen desserts and snacking products, Picard Surgelés' Margain maintains that the success of frozen food is not confined to particular seasons. "Consumers continue to seek products that deliver enjoyment and convenience year-round," he says. "International flavours remain very appealing, from Mediterranean-inspired recipes to Asian street food concepts. Premium desserts, individual snacking formats and fruit-based products continue to attract strong interest, while consumers are also looking for healthier options with cleaner ingredients lists and balanced nutritional profiles."

Convenience... and beyond

Convenience and choice are among the key drivers drawing shoppers to the frozen aisle, says McCain's Tinkler. "Frozen products allow households to cook only what they need, helping them plan meals, manage spend and reduce food waste while offering reliable options across different tastes and occasions," she observes. "Frozen potatoes remain one of the most popular categories in the frozen aisle¹⁴.

"However, the most interesting new products give shoppers more reason to visit the frozen aisle by responding to how they cook and eat today. McCain's Air Fryer range is a strong example, with products developed specifically for an appliance that has become a staple in many UK households."

Frozen is increasingly appealing because it delivers value, convenience and enjoyment without compromise,



says Whitby Seafoods' Whittle. "Shoppers can cook only what they need, reduce waste and keep versatile options on hand, while the aisle is also becoming more exciting. We're seeing greater interest in premium products, savoury snacks, fakeaway and convenient meal solutions, alongside the demand for protein and healthier choices. For Whitby Seafoods, our big opportunity is changing eating habits: quick meals, air-fryer cooking, sharing plates and hot snacking all give frozen seafood new occasions to play in."

“Consumers are increasingly looking beyond traditional frozen staples and towards products that offer new flavours and experiences”

Convenience remains one of the biggest growth drivers, agrees Picard Surgelés' Margain. "Consumers want products that simplify meal preparation without compromising on taste or quality," he says. "At the same time, value is becoming increasingly important. Frozen food enables shoppers to buy exactly what they need, minimise waste and better manage household budgets.

"Health-conscious eating is also supporting category growth, particularly through vegetables, fruit, seafood and protein-rich meal solutions," he adds. "Finally, premiumisation continues to drive innovation across the category. Consumers expect restaurant-quality dishes, world cuisines, and exciting recipes that deliver a genuine food experience at home."

Kelsius' Guy points to value, convenience and reducing waste as the particularly compelling advantages



Challenging outdated perceptions

The frozen sector has an opportunity to challenge outdated perceptions, says Morliny Foods' Mellor. "Frozen should not mean compromising on flavour, quality of the experience of eating something exciting," he says. "In Asian foods, in particular, consumers are looking for bold flavours and new experiences but the complexity of ingredients and preparation can be a barrier to cooking these cuisines at home. Our products can be cooked in as little as four minutes, helping to bridge the gap between the desire for exciting Asian flavours and

the reality of busy lifestyles."

The industry must continue to challenge outdated perceptions of frozen food, agrees Picard Surgelés' Margain. "Modern freezing technology preserves taste, texture and nutritional quality while offering significant sustainability benefits," he notes. "The most important messages are that frozen food helps reduce food waste, offers excellent value, provides year-round access to quality ingredients, and enables consumers to eat well with less effort – powerful benefits resonate strongly with modern consumers."

Frozen needs to communicate more confidently that convenience does not have to mean compromise, believes Strong Roots' Friel. "Shelf-life and waste reduction remain important, but they do not fully reflect what modern frozen food can offer," he says. "Frozen can also deliver real ingredients, consistent quality, nutritional benefits and restaurant-style results at home."

"Transparency also matters. Shoppers want to understand what they are buying, without having to decipher a long list of unfamiliar or unnecessary

ingredients. That gives frozen a powerful message; food can be convenient, crispy and satisfying while still being made from real, recognisable ingredients. People should not have to choose between food that tastes good and food they feel good about eating."

McCain's Tinkler adds: "The sector needs to remind shoppers that frozen products deliver value, convenience and great taste without compromise. Potatoes remain one of the most versatile staples in the freezer aisle and play an important role in bringing people together around shared mealtimes."

of frozen food. "But perceptions of the category are changing," she says. "Frozen increasingly has an opportunity to compete not simply as a lower-cost alternative to chilled food, but on quality, convenience and choice. So that matters for retailers."

"As the range becomes broader and more premium, protecting product quality throughout storage becomes even more important. A freezer may contain a considerable value of stock, so preventing avoidable losses makes commercial as well as food-safety sense."

For Nomad Foods, the argument on waste reduction is telling, as evidenced in its Frozen in Focus report¹, which found that just 16% of UK consumers say they never throw away fresh vegetables, compared with 36% who say they never discard frozen vegetables. "The direction is consistent," it says. "Fresh food is harder to manage over time,

particularly for households juggling busy routines, unpredictable schedules and rising costs."

As for convenience, the research also revealed that around six in 10 consumers in the UK place the freezer among their top two choices (the other being takeaway) when short on time.

Kepak's Singh believes the frozen food category has evolved significantly in recent years and it's important that shoppers recognise it offers far more than just convenience. "Frozen products deliver excellent quality, great value and help reduce food waste by allowing consumers to use only what they need, making them an increasingly smart choice for today's households," she says. "Innovation is also helping to drive the category forward. Shoppers are looking for products that combine convenience with exciting flavours, quality ingredients and out-of-home inspired experiences they can easily recreate

at home. As more consumers use appliances such as air fryers, frozen food is well placed to provide quick, high-quality meal solutions that fit around busy lifestyles."

Morliny Foods' Mellor agrees that while convenience remains one of the biggest drivers in frozen food, today's shoppers are looking for much more than quick meal solutions. "Our research found that 74% consider convenience one of the most important factors when choosing what to eat¹⁵, while 75% prefer meals that are ready in under 20 minutes, and 74% look for meals requiring minimal preparation and clean-up¹⁶," he says. This is particularly relevant for Asian cuisine, where the complexity of ingredients, lots of preparation work, time-consuming recipes and difficulty finding sauces prove key barriers to consumers cooking Asian food at home, he explains. As such, there is an opportunity for frozen to remove some

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of that complexity while still delivering the flavour and experiences consumers are looking for.

“One of the most exciting developments in frozen is the growth of premium international cuisine,” adds Mellor. “Consumers are increasingly looking beyond traditional frozen staples and towards products that offer new flavours and experiences.

“For younger consumers, in particular, the opportunity lies in making frozen feel exciting and relevant by bringing the flavours, cuisines and food experiences they discover through restaurants and wider food culture into an accessible format for the home.”

While value, convenience and reduced waste remain fundamental, a wider range of health and lifestyle priorities are increasingly shaping how consumers shop, says Strong Roots’ Friel. “Protein has become one of the most visible nutritional trends, with shoppers looking for foods that feel filling and support their broader wellbeing goals,” he notes. “At the same time, there is growing awareness of fibre and a desire to find easy, everyday ways to include more of it in the diet. Those trends should not be viewed in isolation. Consumers may select a protein-rich main, but they still need vegetables, fibre, texture and flavour to complete a satisfying meal. Frozen has a significant opportunity to make this type of balanced meal-building easier.”

That said, ingredient transparency is another important driver, adds Friel. “Consumers increasingly want natural, feel-good food made from ingredients they recognise, without artificial colours, artificial flavours or unnecessary hidden extras. This is closely aligned with the Strong Roots proposition; real vegetables, made interesting and easy to enjoy.”

Advice to retailers

So, what can retailers be doing to help advance the in-store story on frozen foods and reinvent it as go-to aisle for inspiration and excitement?

The frozen fixture often fails to communicate how much the category has changed, says Strong Roots’ Friel. “Closed doors, limited visibility and layouts based on long-established category definitions can make the aisle feel functional rather than inspirational



for shoppers. Products are usually grouped by what they are, rather than by the need or occasion they solve.

“Retailers could make frozen more dynamic by introducing stronger navigation around themes such as air-fryer favourites, snacks and sharers, restaurant quality at home, easy ways to eat more vegetables, sources of fibre, protein-led meal solutions, and natural or simple-ingredient choices,” he adds. “This would also make it easier to demonstrate how products work together.”

“The one improvement retailers could make would be to merchandise frozen food around consumer needs rather than relying on traditional categories”

He also highlights the “gap between the innovation and inspiration shoppers see in the fresh and chilled categories and what they expect to find in frozen, with room for a more rounded conversation about nutrition.

“The one improvement retailers could make would be to merchandise frozen around consumer needs and eating occasions, rather than relying solely on traditional product categories,” adds Friel. “A fixture that helps shoppers answer questions such as ‘What can I cook quickly in the air fryer?’, ‘What goes with my protein?’, ‘How can I eat more vegetables?’, or ‘What can we share tonight?’ would make the category more intuitive and inspiring. Frozen does not lack products that are relevant to modern lifestyles. The challenge is making that relevance immediately visible.

“Social media has accelerated this, bringing culturally relevant food moments, globally inspired flavours



and restaurant trends into the home much faster than ever before. Looking ahead, we also expect evolving health trends, including the growing awareness of protein, fibre and the influence of GLP-1 medications, to reinforce demand for products that offer more from every bite.”

The biggest challenge is that the frozen aisle can still feel functional rather than inspirational, agrees Whitby Seafoods’ Whittle. “We need to give shoppers more reasons to browse, with stronger theatre, cross-category meal solutions, digital screens and promotions that encourage discovery rather than simply discounting,” she says. “Recent UK research found a quarter of shoppers say better merchandising or branding in the freezer aisle would encourage purchase¹⁷.

“Social has a big role too, particularly in showing frozen in real-life eating occasions before shoppers reach the

store. Research found social media influences frozen purchases for 50% of Gen Z¹⁸, so inspiration online combined with strong execution at fixture could be really powerful.”

Current industry thinking also points to premiumisation and the ‘big night in’ as important growth opportunities,” she adds. “If retailers made one improvement, we’d say: make the frozen aisle more inspirational. Merchandise around occasions and meal solutions, not just product categories, helping shoppers see what frozen can do for them. With 46% of consumers saying they want greater variety¹⁹, there’s a real opportunity to turn the freezer from somewhere shoppers simply replenish into somewhere they discover.”

“While traditional frozen staples continue to perform well, there is a clear opportunity to expand the range of authentic international cuisines available within the category,” says Morliny Foods’ Mellor.

However, the opportunity is not simply to add more international products to the freezer, but to remove the barriers that can stop consumers from enjoying these cuisines at home, he notes. “If frozen can deliver the bold flavours and variety consumers are already seeking, while making preparation genuinely straightforward, there is an opportunity to make the category far more relevant to today’s shopper. This is exactly the space that Itabashi is looking to address, bringing Japanese-inspired food to the frozen aisle in a format that is quick, accessible and full of flavour.”

From an operational perspective, food retailers should think about how they make their freezer management more proactive rather than reactive, observes Kelsius’ Guy. “Moving from periodic manual temperature checks to continuous automated monitoring means retailers can identify a temperature issue when it starts rather than potentially discovering it hours later. That helps protect stock, reduce disruption and keep products available for shoppers.

“Ultimately, attracting customers to the frozen aisle is only half of the equation. Retailers also need to protect the products, availability and quality that bring them back.”

The frozen category competes for attention against many highly visible

fresh and chilled categories, observes Picard Surgelés’ Margain. “Retailers and suppliers need to continue making frozen food more inspirational, engaging and accessible,” he says. “Merchandising, digital content and social media all have important roles to play. Consumers increasingly discover food ideas online, so there is significant potential to inspire new usage occasions, recipes and meal solutions through digital channels. We recently launched our social media channels in the UK and are already seeing strong engagement from our growing community.”

He believes the keys to growth in the frozen category are “continuous innovation and quality”. Consumers respond positively when they find new products, flavours and meal ideas that bring excitement to their everyday routines and quality in the meantime, he adds. And he has one key message for retailers: “If there was one improvement retailers could make, it would be to make the frozen aisle more inspirational. Better communication of meal solutions, clearer navigation and stronger storytelling around quality, sustainability and innovation would help shoppers discover the full potential of the category and encourage more frequent purchases.”

There is still room for more products that mirror the trends emerging in the fresh and chilled categories, particularly around protein, plant-based innovation, world cuisines and wellness-oriented solutions, adds Margain. “Shoppers are becoming more adventurous and expect frozen food to reflect broader food culture trends. The category is therefore well positioned to continue expanding into new occasions and consumer needs.”

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Sectors that excite

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Backing farmers in frozen

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Bannisters Yorkshire Family Farm
– Baked Jacket Potatoes
– Little Jacket Potatoes
– Cheese & Bacon Potato Skins
– Cheese & Jalapeño Potato Skins
– Potato Skins
– Cheese & Onion Potato Skins
– Farmer's Roasting Potatoes
– Hasselback Baked Potatoes

British agriculture has had a challenging year, but this has also shone a spotlight on the incredible resilience, dedication and value of the country's farming community – something retailers and consumers should both support and celebrate.

Family farming businesses and SME food companies are the backbone of the food economy, so showing them that support is increasingly critical for many reasons, ranging from national food security to simply enabling proper consumer choice and value. TV shows like Clarkson's Farm, Countryfile and This Farming Life have demonstrated the deep passion, dedication and importance of homegrown produce. With conversations around farm diversification, food miles and backing British agriculture gathering pace, interest in where our food comes from continues to grow.

Bannisters was born from the desire to diversify the family farm and ensure its sustainability by adding value to the crops. Over 40 years ago, founder Rob Bannister took big strides to broaden its horizons as he began baking and freezing potatoes to preserve them at their best. With freezer storage and microwave cooking gaining momentum back in the 1980s, this quick, easy and tasty new way to bake and make spuds soon took off. Before long, Bannisters' ready-baked jacket potatoes were being served in cafés and restaurants across the country, and the supermarkets followed suit in 2007 when the Bannisters brand was launched.

Convenience without compromise

The world has changed a lot since the '80s but the desire for convenience without compromise has never been



“Proud to be one of the few farming family-owned independent brands in the freezer aisle”



stronger. Families are busier than ever but still looking for wholesome meals that everyone can enjoy.

As for Bannisters, it remains an independent farming family business, baking 100% British potatoes. The company is now led by the next generation, Rob's daughters Zoe Bannister and Marie Medhurst, who say: “The last few years have seen a real groundswell of support for the farming community, alongside a growing appetite for British produce. Trust for British farming¹ and British food is at an all time high and, according to Red Tractor, 94% of UK consumers trust food produced in the UK, more than other countries around the world².”

“We're proud to be one of the few farming family-owned independent brands in the freezer aisle and we continue to sell 100% British potatoes. So, when you stock Bannisters, you're not only offering shoppers a delicious freezer staple, but also backing a British family farming business.

“The UK's love for jacket potatoes has seen a real boost over the last few years, with the taste, convenience and nutritional benefits of baked potatoes truly celebrated. The year ahead is exciting for us as we continue our NPD and gain more listings, adapting to the market's desire for nutritious and wholesome, but convenient frozen food – so watch this space!”



Source

¹ AHDB Blue Marble Research 2025 Consumer Trust Survey
² Red Tractor's 5th 'Trust in Food Index'

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Frozen food's time is now

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Nomad Foods President
UK and Ireland

KEY BRANDS

Birds Eye
Aunt Bessie's
Goodfella's

As British families continue to balance busy schedules, household budgets and the desire to eat well, frozen food is proving more relevant than ever. Once viewed primarily as a convenient option, frozen is increasingly recognised as a practical way to make nutritious food more accessible, reduce waste and help families get more from every shop.

However, there is still more work to be done for people to realise the true value of frozen food. Recent research¹ highlights an ongoing perception gap; while many consumers still assume fresh food is automatically more nutritious, frozen products can offer excellent nutritional quality and provide the flexibility households need.

For example, 65% of UK adults believe fresh potatoes are more nutritious than frozen². But the freezing process locks in nutrients at their peak, preserving their goodness. Freezing vegetables also extends their seasonality, making them available to consumers year-round.

Frozen food can also help tackle a major hidden cost: food waste. In the UK, 56% of adults discard uneaten fresh vegetables monthly³, compared with only 10% that throw away frozen veg monthly – and 36% that never discard frozen veg⁴. So, the freezer is increasingly valuable for managing everyday budgets. In fact, UK consumers say better use of their freezer could save them up to £539 a year⁵.

“The old idea that frozen food is a compromise simply doesn’t reflect how people shop, cook and eat today,” says Simon Ball, Nomad Foods president UK and Ireland. “People want great-tasting food that works for different needs, occasions and budgets – from



“The old idea that frozen food is a compromise doesn’t reflect how people shop, cook and eat today. They want great-tasting food that works for different occasions, needs and budgets – from convenient family favourites to nutritious meals and indulgent treats. Frozen is uniquely placed to deliver them all”

– Simon Ball, president UK & Ireland, Nomad Foods

quick and convenient family favourites to nutritious everyday meals and more indulgent treats. Frozen is uniquely placed to deliver them all.”

Frozen food champion

Building on the launch of its ‘Recipe for a Life Well Fed’ campaign last year, Birds Eye continues to champion frozen food as a source of nourishment, joy and connection. This is reflected across the Birds Eye portfolio. Earlier this year, it launched a campaign behind its best-ever Fish Fingers, celebrating the role frozen fish continues to play in making nutritious protein accessible for UK families. In research⁶, nearly twice as many respondents reported eating none of the listed fish varieties in chilled form compared with frozen, suggesting frozen fish is the primary route to consumption for many households.

Meanwhile, iconic products such as Birds Eye Peas, harvested and frozen at their peak, and NPD such as Birds Eye Steamfresh, offer a simple way to add more vegetables to modern meals. In fact, frozen peas remain one of the categories consumers are most likely to view as being as nutritious as fresh.

So, through trusted favourites and continued innovation, Birds Eye is helping demonstrate the value frozen food brings to today’s households.

Source

¹⁻⁶ Nomad Foods’ Frozen in Focus Report 2026 – www.nomadfoods.com/frozeninfocus. Data collection conducted by Focaldata (accredited member of the British Polling Council). Samples of n=2,000 were collected in the UK, France, Germany, Italy, and Sweden; and a sample of n=750 in Croatia. Samples were made nationally representative by gender, region, and age. Fieldwork conducted between 15.04.26 and 27.04.26



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Sales Manager – Food Retail

KEY BRANDS

FoodCheck 2.0

– provides wireless temperature monitoring and digital HACCP for food businesses

CoolCheck

– provides wireless temperature monitoring for food businesses

FoodCheck2Go

– an affordable digital HACCP solution, designed to help food businesses reduce paperwork, improve compliance and save valuable staff time

FoodTrak365

– provides real-time temperature monitoring for end-to-end visibility of food on the move. Significantly reduce staff time spent on manual temperature checks and remove the risks associated with manual monitoring

 Kelsius continues to develop technology that gives food businesses greater visibility and control across the cold chain. In 2026, the company launched FoodTrak365, a real-time temperature and GPS monitoring solution designed to track food while in transit. This complements FoodCheck 2.0, its established wireless temperature monitoring and digital HACCP platform used across food retail environments.

Together, these technologies help businesses move away from fragmented manual processes towards continuous, data-led temperature control – from transport through to in-store storage, explains Danielle Guy, sales manager – food retail at Kelsius. “It gives retailers a clearer picture of product conditions across the cold chain, helping them respond more quickly to temperature issues, strengthen compliance processes and protect the quality of chilled and frozen products,” she says.

Kelsius’ FoodCheck 2.0 uses wireless sensors to continuously monitor fridges, freezers and cold-storage areas, rather than relying solely on staff carrying out and recording periodic manual checks. If temperatures move outside defined limits, alerts can be issued so teams can investigate and take corrective action before a problem develops into a significant stock-loss event. For retailers, this is particularly crucial during hot weather, high footfall, frequent door opening, busy deliveries or overnight periods when a fault might otherwise go unnoticed.

The system also creates secure digital records and automated reports, and managers can access information remotely – a valuable asset for multi-site operators seeking greater consistency and visibility across their estate.



“Our technologies give retailers a clearer picture of product conditions across the cold chain, helping them to respond more quickly to temperature issues, strengthen compliance, and protect the quality of chilled and frozen products”

Enhancing retailer service

The biggest opportunity for retailers is to turn temperature monitoring from a manual compliance task into a source of operational intelligence. Freeing store colleagues from repetitive checks, while enabling greater visibility and faster intervention when something is wrong can have a direct impact on cost control. “The efficiency gains can be substantial,” notes Guy. “In a recent Kelsius trial across two Nisa stores in Cornwall, one store saved up to two hours of staff time per day, equating to around £10k annually, while the other optimised up to one hour of colleague labour per day, worth around £9k/year.

“Ultimately, automated monitoring helps retailers protect product quality and availability; gives staff more time to focus on customers, merchandising and wider store operations; helps prevent avoidable food waste; reduces reliance on paper-based records; and identifies recurring temperature trends that may point to equipment or operational issues requiring attention.”



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Monisha Singh
Consumer Foods Marketing
Controller, Foods Division
Chris Olive
Senior Customer Marketing
Manager, Foods Division

KEY BRANDS**Meal kits for two:**

– **Rustlers Crispy Southern Fried Chicken Feast Box** (590g, RRP £5)
– **Rustlers Irish Style Chicken Spice Box** (557g, RRP £5)
– **Rustlers Spicy Breaded Fillet Burger & Waffle Fries** (630g, RRP £5)

Meal kits for one:

– **Rustlers Loaded BBQ Popcorn Chicken Wedges** (349g, RRP £3)
– **Rustlers Chilli & Garlic Chicken Gyros** (297g, RRP £3)

 Rustlers, the £94.6m¹ brand renowned for its chilled convenience range, has firmly established itself as a leader in the food-to-go category, delivering convenient, great-tasting meals and snacks.

In March this year, the brand expanded into frozen, launching a range of meal kits designed to bring the convenience Rustlers is known for into a new space, while tapping into demand for bold flavours, trending formats and protein-led meals. Centred around chicken, the range recreates some of the nation's favourite out-of-home dishes in formats that are easy to prepare. Meal kits for two include the Rustlers Crispy Southern Fried Chicken Feast Box, Rustlers Irish Style Chicken Spice Box, and Rustlers Spicy Breaded Fillet Burger & Waffle Fries. The line-up also features meal kits for one, such as Rustlers Loaded BBQ Popcorn Chicken Wedges and Rustlers Chilli & Garlic Chicken Gyros, perfect for solo diners.

In a unique concept, everything is included in the kits: for example, the Rustlers Spicy Breaded Fillet Burger kit includes the burger bun, while the Irish Style Chicken Spice Box features separate packs for pre-chopped peppers and spring onion as well as a separate bag of spices, allowing consumers to tailor to their taste preference. The portion-controlled format, in servings for one or two people, also reflects evolving shopper habits; the kits help minimise food waste while making it easier for consumers to manage portion sizes – an important consideration for many modern shoppers, including those using GLP-1 medications.

All the kits have been created with



“We identified a clear opportunity in the frozen category for a range of meal kits that meet shopper demand for great-tasting solutions, are quick to prepare and offer excellent value”

air fryers in mind – a popular cooking method for consumers. The kits range from 10-16 minutes' total cooking time straight from frozen, fitting seamlessly into busy lifestyles.

Explaining the brand's move into frozen, Monisha Singh, consumer foods marketing controller at Kepak, says: “This year, Rustlers has placed its biggest-ever emphasis on NPD, focused on bringing the flavours and formats of popular quick-service restaurant (QSR) favourites to retail, from a chicken burger to a doner kebab. We identified a clear opportunity in the frozen category for a range of meal kits that meet shopper demand for convenient, great-tasting solutions, are quick to prepare and offer excellent value.

“Chicken has been a trending protein for a while, especially in the QSR world, where chicken shop concepts and chains are continually launching. So centring this initial range around that trend was important to help retailers drive meaningful growth in frozen.”

To strengthen its taste and quality credentials, Rustlers Irish Style Chicken Spice Box was recently shortlisted for the 2026 The Grocer New Product Awards, after impressing judges in the sampling round. The results will be announced this October.

**Source**

¹ Kantar Worldpanel, Brand Value, Latest 52 w/e 16.05.26



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KEY BRANDS

Itabashi

Today's consumers want more from their freezer. Convenience remains essential, but shoppers increasingly seek products that deliver on quality, flavour and authenticity while fitting seamlessly into busy lives.

That's where Itabashi comes in. Created by Morliny Foods, the brand brings bold Asian-inspired flavours to the frozen aisle, offering quick and convenient meal solutions without compromising on taste. The launch range combines popular flavour profiles with simple preparation, making it easier than ever for consumers to enjoy exciting food at home in just minutes.

The growing popularity of Asian cuisine across the UK means consumers are actively seeking new flavours and globally inspired meal options. Research¹ commissioned by Itabashi found that 91% of consumers are open to trying new and exciting flavour combinations, while 84% enjoy meals with bold, strong flavours. Asian cuisine is already firmly established in consumers' meal repertoires, with 44% of those surveyed enjoying Asian food at least once every two weeks and a further 30% eating it monthly. As shoppers become increasingly adventurous, there is a clear opportunity for frozen products that can deliver authentic flavour experiences in a convenient, accessible format.

Itabashi's range includes Panko Chicken Fillets with Katsu Curry Sauce, K-Pop Chicken Bites with Hot Honey Sauce and Stir-Fry Chicken Thigh Pieces with Sriracha Sauce. Each product has been designed to meet growing demand for globally inspired dishes that deliver both convenience and a restaurant-quality eating experience. By combining familiar chicken formats with popular Asian-inspired sauces, the range offers an accessible route into flavour-led meal occasions.

While convenience remains one of the biggest drivers of frozen food purchases, today's shoppers are looking for much more



“As they become increasingly adventurous with food, consumers are looking for exciting flavours that don't require lots of preparation. Itabashi combines bold, Asian-inspired taste with the convenience households need”

than quick meal solutions. In fact, 75% of consumers prefer meals that are ready in under 20 minutes², while 74% look for meals requiring minimal preparation and clean-up³. However, ingredient complexity, lengthy preparation and difficulty sourcing authentic sauces act as barriers to cooking Asian dishes from scratch⁴.

As shoppers continue to explore international cuisines, frozen offers an ideal platform for bringing authentic flavours into more households, and allows shoppers to enjoy premium meal options while helping to reduce food waste and improve meal planning.

Steve Mellor, product manager at Itabashi, comments: “As they become increasingly adventurous with food, consumers are looking for exciting flavours that don't require lots of preparation time. Itabashi combines bold Asian-inspired taste with the convenience busy households need.

We see a real opportunity to bring something new to the frozen aisle and help shoppers enjoy high-quality food experiences at home.”

With strong visual appeal, on-trend flavours and straightforward preparation, Itabashi is well positioned to attract both regular frozen shoppers and consumers looking for their next food discovery.

**Source**

¹⁻⁴ Itabashi research, conducted by FIS (Food Innovation Solutions) on behalf of Morliny, 2026

itabashi



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Quality and range drive growth

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KEY BRANDS

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Picard Table Ready Meals
Picard Everyday Treats
Picard Organic

Ranked overall as France's favourite brand of 2026¹, Picard Surgelés, with its enviable reputation for quality, continuous innovation and engaged community of followers, is now expanding across the UK.

As well as extending its extensive range through Ocado and Ocado Zoom this year, Picard will also launch in Sainsbury's stores nationwide from mid-October with an initial offer comprising a curated selection of best-selling items from the Picard French Icons range – classic French bakery such as croissants, pains au chocolat, baguettes and macarons, plus everyday treats with pastéis de nata.

"The UK is our No.1 international target and we have strong growth ambitions through 2026/27," says Maxime Margain, Picard's UK-based international director. "Our new packaging will give greater clarity to UK consumers and higher in-store brand recognition across the ranges; plus our consumer-facing brand and social media campaigns are already gaining strong engagement."

On-trend launches build excitement

Developing over 250 new products a year, Picard's premium innovation pipeline anticipates and often initiates culinary trends, attracting attention and bringing younger shoppers to the frozen aisle, notes Margain. "Consumers now expect restaurant-quality dishes, world cuisines and exciting recipes that deliver a genuine food experience at home and that is what we deliver," he says.

"Taking inspiration from chefs, social media trends and changing



"A high level of innovation is our DNA – whether in fruit and vegetables, main meals, bakery, organic or everyday treats ranges – but never at the expense of quality, taste and convenience"

eating occasions helps Picard create limited editions, trend-led recipes and innovative formats that bring excitement to the frozen aisle and attract new and younger shoppers," he adds. "UK launches this summer, for instance, include a recently proven French winner – Giant Cookie Cake – as well as two eye-catching, on-trend ice creams – Matcha and Ube.

"A high level of innovation is our DNA – whether in fruit and vegetables, main meals, bakery, organic or everyday treats ranges – but never at the expense of our long-standing promise of quality, taste and convenience: it is consumers' trust that has made Picard a household name in France."

Recognition from GHI

This approach is also paying dividends in the UK, with the Good Housekeeping Institute (GHI) recently recognising five Picard products, all listed on Ocado. Margain says: "GHI blind-tested over 70 frozen products. Our Organic Butternut, Carrot & Yellow Turnip Soup won the Best Soup category while Gnocchi with Tomatoes & Mozzarella won Best Family Meal – superb accolades. Plus, our Mini Pains au Chocolat, Ham & Emmental Crêpes and Quinoa & Vegetable Mix were also GHI Taste Approved."

**Source**

¹ OC&C Ranking 2026

FRANCE'S FAVOURITE BRAND*

Now in Ocado and Sainsbury's nationwide



picard

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KEY BRANDS

Strong Roots

From the start, Strong Roots has always championed vegetables as the hero of the plate, proving they can be every bit as exciting, satisfying and flavourful as any other part of the meal. “Today, those beliefs have never felt more relevant as consumers increasingly prioritise transparency and recognisable ingredients, convenience, and taste,” says Kevin Friel, VP of marketing at the company.

Let’s Be Real

Rooted in Ireland and now part of the McCain family, Strong Roots is celebrating its exciting new chapter by introducing a bold new positioning: Let’s Be Real. “Not simply a campaign platform, this highlights the belief that eating well should feel achievable, enjoyable and rooted in everyday life,” says Friel. “We want to celebrate real food made with recognisable ingredients, proving vegetables can be exciting and full of flavour. It’s about recognising healthier choices should fit around everyday routines rather than demanding unrealistic changes.”

The Let’s Be Real campaign coincides with a global relaunch of the brand’s visual identity, with the aim of making vegetables more desirable. A contemporary logo and redesigned packaging give Strong Roots a fresh, modern look to sit boldly on shelf.

Launching this autumn, the £1.5m Let’s Be Real campaign will be brought to life through a new activation. “Rather than asking consumers to strive for perfection, we want to celebrate progress and demonstrate how great-tasting, veg-



“We want to celebrate real food made with recognisable ingredients, proving vegetables can be exciting and full of flavour”

first food can help bridge the gap between good intentions and reality. We’re already seeing those changing consumer expectations reflected in our performance. Over the last year, Strong Roots is up 13% in value and 15% in volume¹, illustrating growing demand for products that combine vegetables, convenience and great taste.”

Frozen favourites

The recent trend of #fibremaxxing shows consumers are actively looking for simple ways to increase their fibre intake and incorporate vegetables into everyday diets. “Our Sweet Potato Hash Browns have grown 48% in value², making them our fastest-growing product, while Sweet Potato Fries have increased 39% and now account for 35% of all value growth within the sweet potato fries segment³,” adds Friel. “There’s also renewed appreciation for white potatoes, reflected in the performance of our Crispy Crinkle Fries, now our fastest-growing white potato SKU with 28% value growth⁴.”

“Consumers want transparency, flexibility, value and brands whose values align with their own. As a certified B Corp, we are committed to creating an impact for people, communities and the planet, reflecting how people really eat, shop and live. The future isn’t persuading people to eat more vegetables; it’s making vegetables impossible to resist.”

**Source**

¹⁻⁴ Circana Market Advantage, Total Frozen & Frozen Potato, UK All Outlets, 52w & 12w data to 11.07.26



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KEY BRANDS

Whitby

- Scampi
- Jumbo Scampi
- Wholetail Scampi
- Scampi Bites
- Breaded Prawns
- Breaded Scampi Poppers
- Battered Scampi Poppers
- Mini Goujons
- Fish Bites

➔ Frozen fish needs to compete for new eating occasions, not simply compete harder for the same frozen fish shopper, says Laura Whittle managing director at Whitby Seafoods.

“At Whitby, we believe snacking is one of the biggest opportunities to get frozen fish back into growth,” she says. “That’s why we’re building a branded seafood snacking range designed to recruit younger consumers who already shop frozen for hot, crispy finger food – but don’t necessarily put frozen fish in their baskets.”

The need to recruit is clear, observes Whittle. Data shows penetration of frozen coated seafood falling¹, with both younger and older shoppers leaving the category. “The opportunity isn’t simply to ask an existing frozen fish shopper to switch between two products,” she says. “We need to give new shoppers a new reason to buy frozen fish.”

Recently, Britain has gone crazy for coated chicken. “From supermarket freezers to the growth of hot-chicken restaurants, crispy coated chicken has become part of a much bigger snacking and fake-away culture,” adds Whittle. “The arrival and expansion of Dave’s Hot Chicken in the UK, with its hand-breaded tenders, sliders, bold flavours and sharing proposition, is another sign of the appetite for this type of food.”

Frozen chicken has already shown how powerful this occasion can be. Birds Eye identified an untapped opportunity among pre-family 18- to 35-year-olds who wanted fast, flavourful food but weren’t considering frozen. Its Chicken Shop range was built to change that, using the products, occasions and communications that resonate with a younger audience.

“At Whitby, we believe it’s time for seafood to compete for that same occasion,” says Whittle. “This September, we’re making our biggest



“This September, we’re making our biggest branded move into seafood snacking. We’re building a range designed to recruit younger consumers who already shop for hot, crispy finger food – but don’t necessarily put frozen fish in their baskets”

branded move into seafood snacking. Around 1,000 Iceland stores nationwide will stock seven Whitby products, including Whitby Scampi alongside six exciting snacking lines: Whitby Breaded Prawns, Battered Prawns, Breaded Scampi Poppers, Battered Scampi Poppers, Mini Goujons and Fish Bites. Asda and Tesco are also listing a number of products from our growing snacking range.”

At the heart of the range is Whitby Scampi. “It is already the perfect seafood finger food: caught and made in Britain, containing 10g of protein per 100g, easy to cook in an air fryer and backed by the provenance and social media presence today’s younger shoppers care about,” says Whittle.

“Whitby Scampi, Whitby Scampi Poppers and Whitby Scampi Bites enable us to take those credentials into new occasions. Whether an after-work snack, a sharing plate, an addition to a picky tea or a weekend fakeaway, we want consumers to think Whitby.

“Our ambition is clear: to make Whitby the UK’s favourite seafood snacking brand,” she adds. “By giving younger consumers, the crispy, convenient, shareable and delicious seafood they’re looking for, Whitby can recruit new shoppers, win occasions currently going to other categories and deliver incremental sales to the frozen fish category. Frozen fish needs new occasions to get back into growth. Whitby has built the range to win them.”

Source

¹ Kantar Worldpanel, Frozen Coated Fish & Seafood, 12 w/e 09.08.26

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