

# Scottish Grocer feature synopsis

May 2018 edition

## Ready meals feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday March 26th, 2018**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

**Today's consumers are busy and they value convenience and speed. Convenience and speed haven't always been the hallmarks of quality cuisine, but could all that be changing? In this feature we'll look at the ready meal market, assess the performance of the category and consider how the quality and variety has changed to meet evolving consumer preferences. We'd welcome your views on the following:**

- **How would you assess the ready meal market at the moment? What are the biggest hitters by sub-category/type of dish at present? How would you describe the shape of today's ready meal market as compared to 5/10 years ago? What's changed and why do you think that is?**
- **Who is purchasing ready meals at present? What kinds of meals appeal to different demographics? Is there a particular kind of consumer driving sales in ready meal growth? How can retailers best ensure they have the right options in the chiller for customers in their community?**
- **In your view, how big an opportunity is there to link ready meals with other categories in store and what steps can retailers take to make these link sales.**
- **What scope is there for ready meals to take some market share from the fast-food/takeaway industry? How important is the Big Night In occasion to ready meal sales and is this something that retailers could improve on?**
- **Health is a major focus for consumers and government at present and alongside plenty of other categories, ready meals have encountered criticism. How have ready meal producers reacted to increased consumer**

**demand for healthier alternatives/low calorie/low salt meals? What are the advantages to keeping some healthier ready meals in the fridge?**