

SCOTTISH GROCER FEATURE SYNOPSIS

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Ready Meals

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- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as 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.*

After a long and gruelling day in the office, the idea of cooking a meal from scratch is far from an appealing one. Having the trouble and effort taken out of cooking can make all the difference for exhausted consumers and puts the ready meals category into a strong position. In this feature, we will look at the kinds of ready meals on offer for the convenience sector and what trends or foods are particularly driving growth here. We would welcome comments on the following:

- What is driving ready meals sales across the Scottish convenience market at the moment? What are the main appeals for shoppers when it comes to the category? How can retailers best leverage this to drive up their own sales?
- What trends should be considered when it comes to stocking up on these meals? Are shoppers looking for comfort food options after a long day? A convenient way to have a balanced meal? A more protein-rich option?
- What room is there in the category to offer some innovation? Could this tie in with the rising demand for more air fryer options across the space?
- How can retailers best communicate the value of ready meal options to consumers?
- What opportunities are there to provide a link-up deal with a ready meal such as including a drink or dessert option?
- What sustainable efforts has your brand gone to in recent years across packaging?
- Do you have an NPD or campaigns you would like to shout about?