

The Grocer

Focus On: Ready Meals

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Ready meal ranges are getting bigger, better and a whole lot pricier. In October, Tesco announced an overhaul of its chilled ready meals with the launch of a posh new own-label ranges several new premium branded lines. Other examples of how far ready meals have come include M&S's launch of six new "restaurant quality" premium pasta meals and Sainsbury's expanding its Taste the Difference brand into sharing plates, tapas and meze.

- So, how are retailers choosing their ready meals ranges – and how are they merchandising them? How successful have these initiatives been?
- How are brands competing with own label?
- And are people really prepared to pay as much as £17.50 for a ready meal?

Ready meals as a retail point of difference

- Which retailers are in strongest growth and decline in ready meals?
- How are different retailers approaching ranging, merchandising, brands and own label?
- How important are 'dine in for X' deals becoming and to what extent are retailers using them to create a point of difference?

Ready meals for all occasions

- What's driving growth and innovation in posher ready meals?
- To what extent are people eating out less and eating more at home?
- How important are health and convenience in ready meals?

The year ahead

- Which will be the dominant trends in ready meals in the coming year?
- What new products are brands and own label launching?
- How much of a challenge is the ultra-processed food debate to the category?

Innovation

- We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.