

# The Grocer

Focus On: Frozen Foods

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**Publishing:** 21 February 2026

**Advertising deadline:** 6 February 2026

**Submissions deadline:** 30 January 2026

It wasn't so long ago, during the Covid era, that sales of frozen food boomed – so much so that many Brits purchased second freezers. So why have sales of frozen foods softened since then? How can brands once again stock all those freezers? What trends are they tapping?

- Most sectors of frozen are struggling – why? And how can the category regain its covid era level of popularity?
- Which frozen categories are performing well – and which aren't?
- What are retailers doing to draw customers to the frozen aisle?
- Which strategies are working?
- How do promotions fit into the picture?

## Keeping up with trends

- Frozen food is known for being affordable, but premiumisation is also affecting the category. How much of it is currently premium?
- Which brands are going premium? In which areas? Is this mostly in ready meals?
- How are they convincing customers to pay more in a traditionally low-cost category?
- In ready meals, how does GLP-1 fit into the picture?
- What about health concerns over UPF?

## Flavours & packaging

- Which types of cuisine and flavours are tempting consumers?
- Some brands are growing despite a broader sales slump. How are they doing it? What role does appealing to the younger generation of shoppers play?
- In store and online, how are other frozen brands appealing to a younger audience?
- What role has packaging played?

## Innovation

- We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.