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Isabelle Shilling, Research Analyst
The income squeeze has seen total volumes fall and prompted trading down. Better-for-you and plant-based NPD hold potential moving forward.

Volume sales in the market fell in 2023, as household finances remained under pressure, continuing to boost the appeal of home cooking. The income squeeze also prompted trading down within the category, with ready-to-cook, frozen and ambient segments gaining share from chilled ready meals.
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Opportunities for the ready meal and ready-to-cook food market

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