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## **PRESS RELEASE**

### **New survey: More than half the population eats fresh ready meals**

**Foodtech company Micvac has mapped Swedish consumers' consumption of chilled ready meals. The results show that almost 60 per cent eat it at least once a year, generally because they regard it as tasty, convenience and good value for money.**

***“This survey contributes important knowledge about consumers in a young product category,” says Malin Brodén, Marketing Director at Micvac.***

The survey was conducted by Scandinavian Retail Center in Norstatpanel, on behalf of foodtech company Micvac. The aim was to create a better understanding of the consumer in the category of fresh ready meals.

*“This is a category that is still relatively young. But it is growing strongly – at around 25 per cent a year in recent years, discounting the pandemic year of 2020. This is why we felt this survey was necessary, so that we can better understand the consumer,” says Malin Brodén.*

#### **Balanced demographic distribution**

The survey was conducted on a representative selection of Sweden's population. The results show that a large proportion – around 60 per cent – eat fresh ready meals at least once a year, and 25 per cent at least once a month. In terms of age and household type there is some over-representation

in the age group 30–59 years and in households of two people, but generally speaking consumers are to be found in all selection groups.

*“We can generally see a fairly even demographic distribution, which is interesting. Consumers are women and men, young and old, both studying or working. Also, they’re not only found in the cities but also in smaller towns,”* Malin Brodén explains.

### **Higher share of dinner occasions than expected**

By far the largest share of consumption occasions is lunch time. Three out of four respondents buy food to eat for lunch, while one out of four buys for dinner – a result that Malin Brodén feels stands out.

*“The survey also shows that 39 per cent think that buying fresh ready meals give them the opportunity to try new dishes and flavours. This gives us an indication that variation and new launches in the category are important. Regardless of age, 30 percent say they would be interested or very interested in buying only the casserole or sauce and then add the carbohydrate, such as pasta or rice. This means good opportunities for the market to design components appropriate for evening meals, where consumers can supplement the dish,”* says Malin Brodén.

### **“Great potential to take advantage of health trends”**

Some of the survey’s less surprising results relate to drivers and barriers. The three most common reasons for buying chilled ready meals are that it is convenient, tastes good, and is considered better value than eating out at a restaurant. Among the respondents who rarely or never buy, the main barriers are that the price is considered too high or that they prefer home-cooked food. Another barrier is a perceived lack of nutrition. Twenty-eight per cent

say the reason they do not buy fresh ready meals more often is that it doesn't feel healthy enough, and 20 per cent feel that the food contains too many additives. Here too, Malin Brodén can see great opportunities for the market to better meet consumer preferences.

*"There is huge potential here to take advantage of current global health trends, for example by adding more vegetables and declaring nutrition content more clearly,"* Malin Brodén concludes.

The survey is in Swedish only but if you are interested you can [get it here](#).

