

Frozen assets

Discover why your freezer section is the key to driving sales

Why focus on frozen? Quite simply because 99.3% of UK households buy frozen products (Kantar) and the category has grown by more than 15% since 2023 and is now worth £168.4m (Nielsen).

Frozen food is a footfall driver. It offers value, particularly when compared to chilled food. At a time when shoppers are seeking value-for-money options, the frozen category is the hero. Plus, longer shelf lives, convenience and increasing variety, quality and choice of products available all appeal to shoppers.

Another positive for frozen is it helps reduce wastage. Shoppers can buy a larger amount than they would fresh food but what doesn't get used can go back in the freezer for next time, so nothing goes to waste.



TOP TIP Have clear and separate sections in the freezer for savoury and sweet products, and group similar foods together, for example, potato products and meat, with ice cream and desserts in a separate section



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Boost sales

Enhance the appeal of frozen and offer even more value by creating meal deals, which are an important sales driver. These are particularly popular around seasonal events, such as Easter (see the Easter feature in the **February issue of InStore**) and sporting occasions. Offering customers a complete meal solution means they'll buy everything they need in your store and won't go elsewhere, boosting your bottom line. And it will encourage them to make impulse purchases from other categories, such as soft drinks and alcohol – use **POS** to advertise your deal and connected product categories.

TOP TIP Consider offering a mix and match offer across your frozen food range to target and encourage engagement with the category

Convenience

As customers look for quick and easy meal solutions, the freezer comes up trumps again. With so much variety in the category, from meat, fish and ready meals to fruit and vegetables, serving up tasty, nutritious meals straight from the freezer is easy.

Customers will expect to see the bestselling and most popular products that fulfil the simple meal shopper mission. Ensure you have a core range of these lines, such as fish fingers, chicken, pizzas, chips and vegetables, always available to encourage repeat purchase and not disappoint your customers and lose trade.

Research shows the freezer is popular for big night in occasions and staple family meals. Make sure your frozen fixture is simple to navigate so customers can easily create meals, such as fish, chips and peas, meat, veg and Yorkshire puddings, and pizza and ice cream.

TOP TIP Cross-merchandise by signposting to snacks, confectionery, soft drinks and alcohol from your freezers to maximise the big night in trend within frozen

