

The Foods Of The World Category Is Worth £2.3bn. The Category Plays An Important Role In Providing The Nation With Convenient Ambient Meal Components & Accompaniments to Create Favorite Meals At Home.



Spaghetti Bolognese Is The Nation's Favourite Evening Meal Occasion.

Bolognese Is The #1 Meal Occasion Within Foods Of The World And Worth £134m RSV!*



The Top 5 Brands Within Foods Of The World Make Up 54% Of The Value Sales! *

Old El Paso £129M
Dolmio £127M
Ben's Original £124M
Tilda £104M
Blue Dragon £79M



The Dinner For Tonight Shopping Mission Makes Up 19.8% Of Total FMCG Trips!

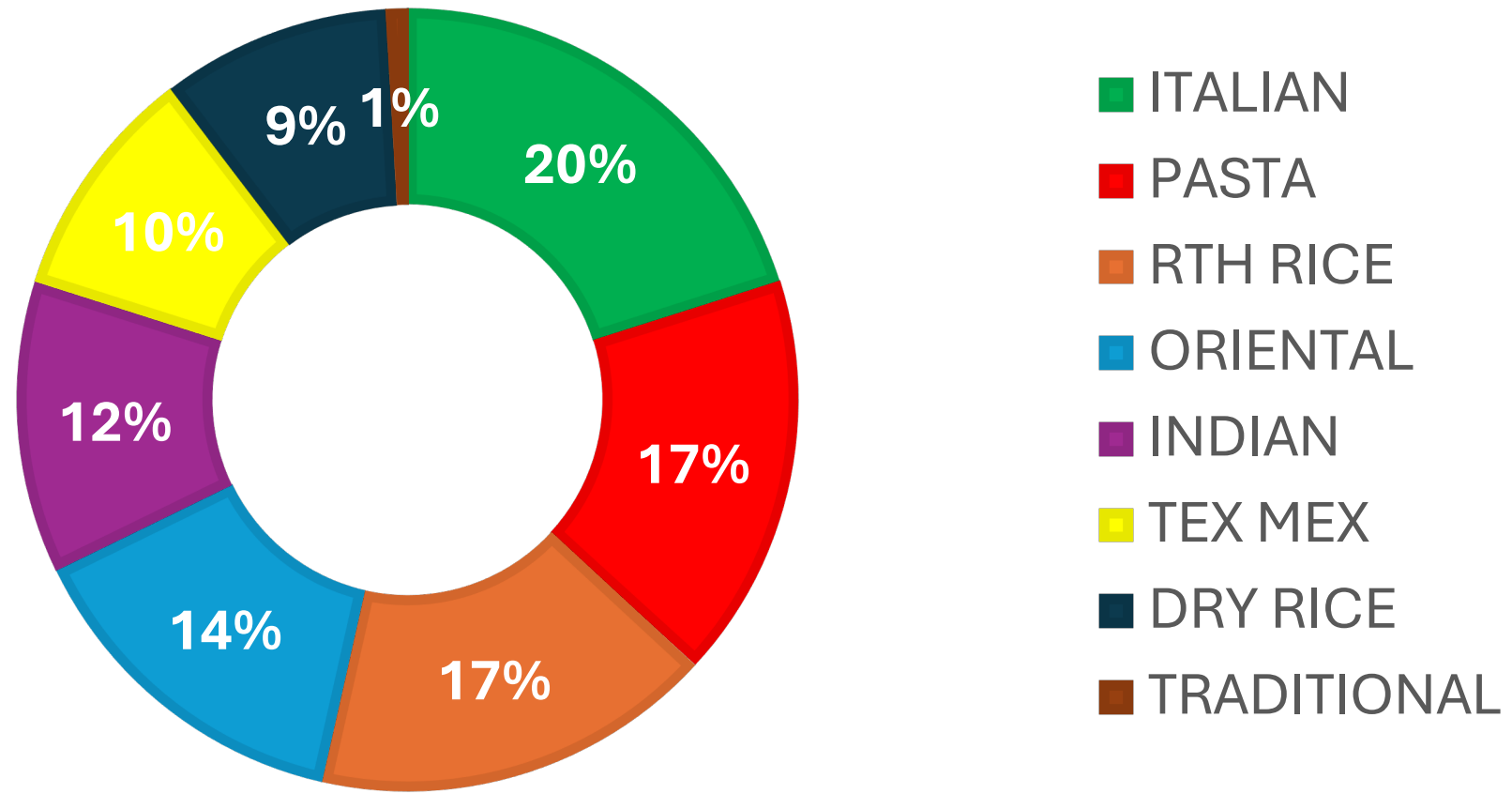
The Dinner Tonight Mission is growing at +7.9% Yoy! **



Italian & Rice Have The Highest Penetration Within The Category

73% Of Households Buy Italian And 81% Of Households Buy Rice!***

Foods Of The World - Share Of Shelf



Top Branded Category Best Sellers (Based On Value Sales)

									
1	2	3	4	5	6	7	8	9	10
									
11	12	13	14	15	16	17	18	19	20