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

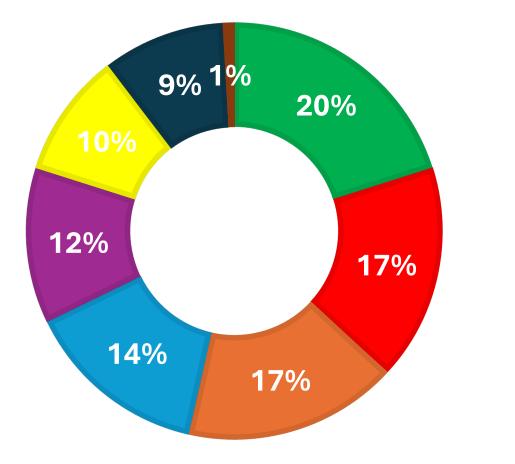
73% Of Households Buy Italian And 81% Of Households Buy Rice!***

*Source Nielsen RMS Data to 52 WE 8th Feb 2025 - Total GB Market

**Source Nielsen CPS Data to 52WE 30TH Nov 2024 – Total Missions FMCG - Total GB Market

***Source Nielsen CPS Data L52 Jan 2025 -- Total GB Market

Foods Of The World - Share Of Shelf



ITALIAN PASTA RTH RICE ORIENTAL **TEX MEX** ■ DRY RICE TRADITIONAL

Source Nielsen RMS Data to WE 8th Feb 2025 – Value Sales Share Of Total Category - Total GB Market

Top Branded Category Best Sellers (Based On Value Sales)



