

# DEFINING “READY-MADE MEALS”

For the purposes of this study ready-made meals are defined as pre-prepared meals that are ready-to-eat or only require heating; non-SME producers, retailers, and food-service businesses only

## European Food Safety Authority definition

- Ready-to-eat food is **food intended by the producer for direct consumption** without the need for cooking or other processing

## Retail

- Pre-packaged meals enhanced by producers with recipe skills
- Ready-to-eat (direct consumption or heating only)
- May be shelf-stable, dried, chilled, frozen
- Examples include ready meals, pizza, food kits, prepared salads, and soup



## Foodservice (incl. Catering)

- Ready-to-eat meals served in an out-of-home context, including takeaways, meals in quick-service/fast-food restaurants, meals in full-service restaurants, and food provided by private catering services
- Examples include take-away pizza, burger meals, meals provided by public or private canteens, etc.



## Exclusions

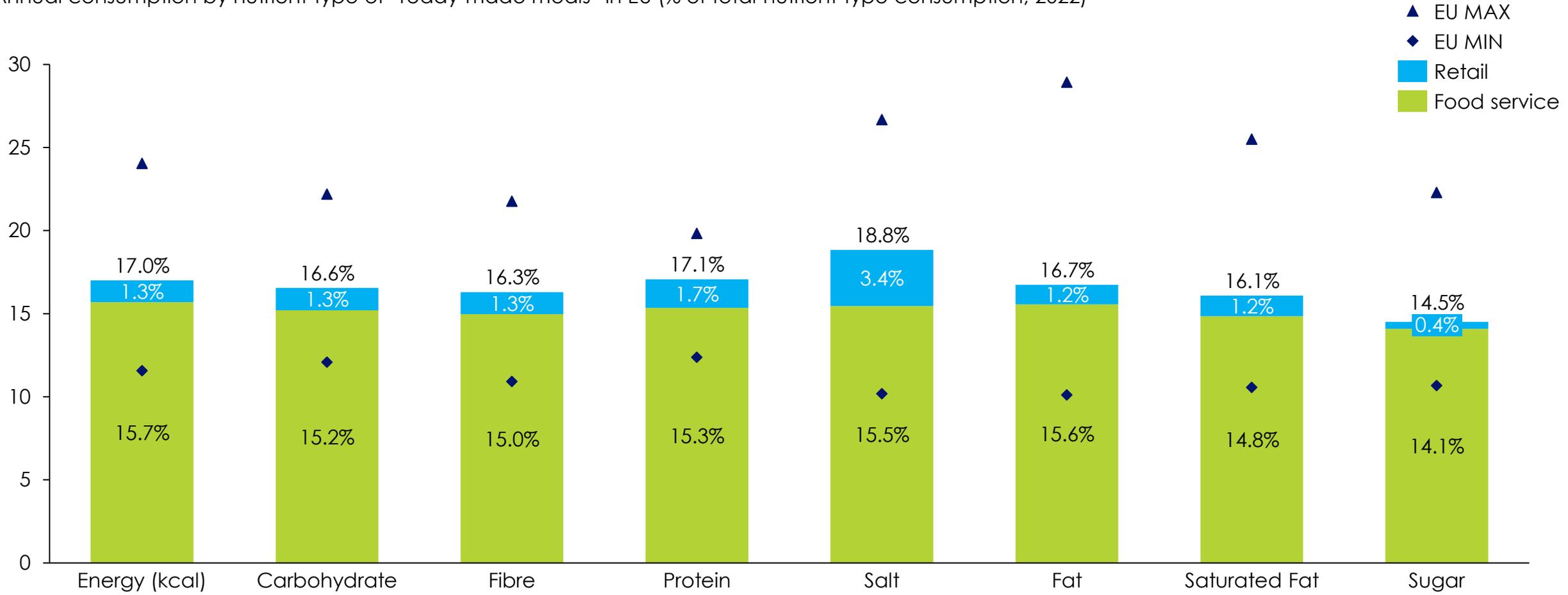
- SMEs aligned to EU definition:
  - <€50M per year of revenue or <€43M balance sheet and staff headcount of < 250 people

# “READY-MADE MEALS” SHARE OF CONSUMPTION PATTERNS

“Ready-made meals” comprise a significant proportion of nutrient intake for EU consumers, with proportionately higher levels of protein and salt in prepackaged retail ready meals versus calorific intake

## Contribution of “ready-made meals” to nutrient consumption in Europe

Annual consumption by nutrient type of “ready-made meals” in EU (% of total nutrient type consumption, 2022)



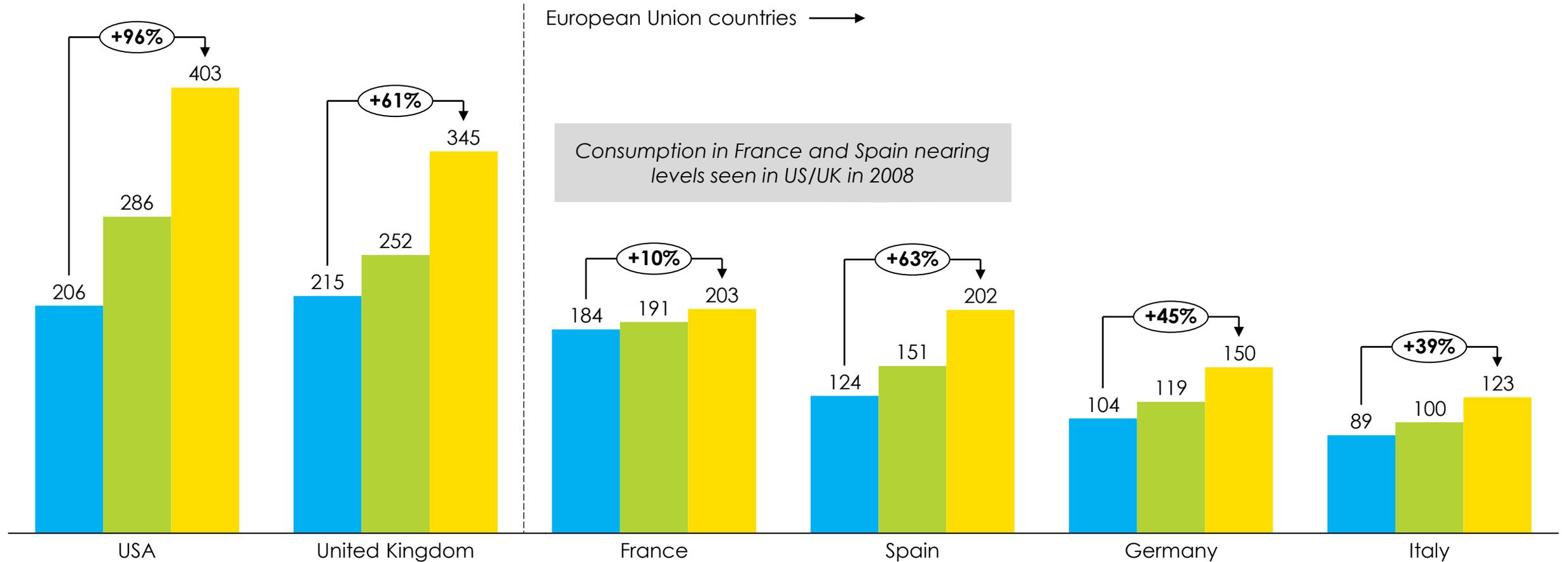
# “READY-MADE MEALS” SHARE OF HOUSEHOLD SPEND

Europe is showing signs of growing consumptions levels in ready-made meals, with potential to reach levels of penetration similar to that of UK and US in coming years

## Per Household Spend on “Ready-Made Meals” – Retail

Ready-made meals – Retail annual household spend (EUR)

2008 2018 2022

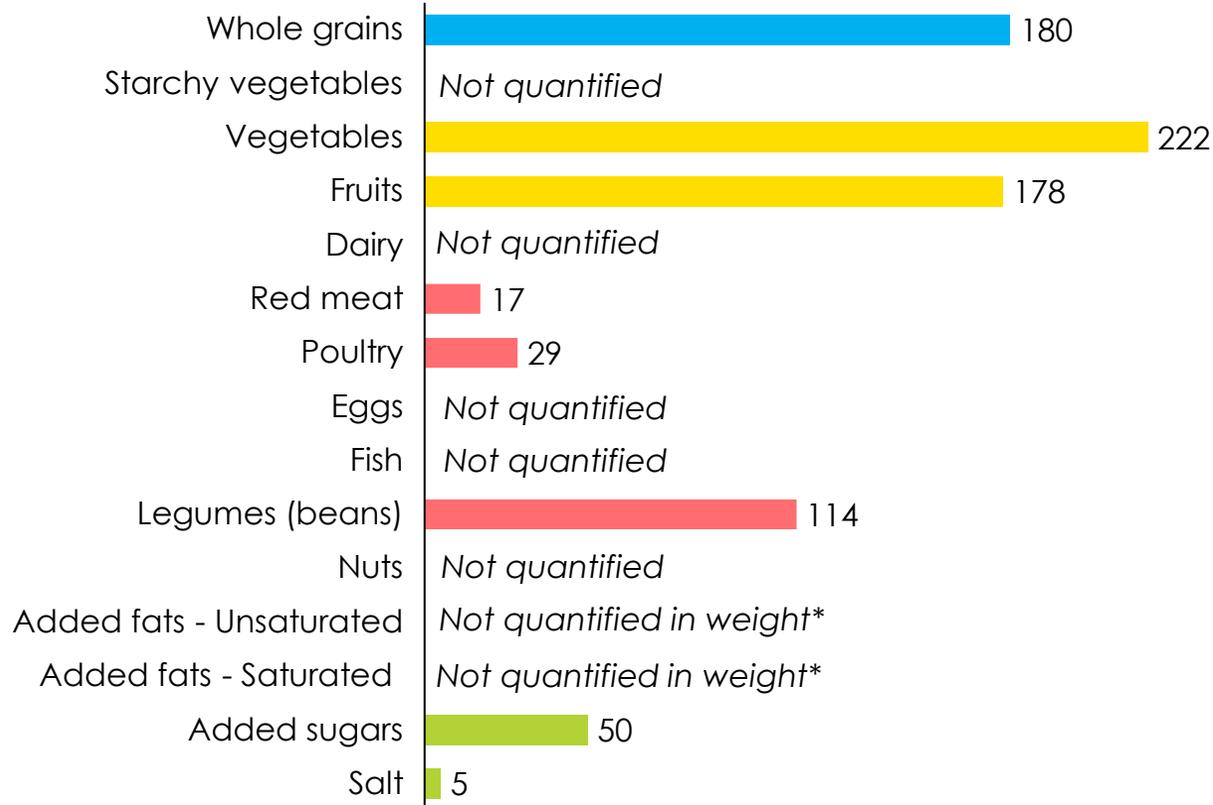


# DIETARY GUIDELINES | WHO HEALTHY DIET AND EAT LANCET PLANETARY HEALTH

WHO and EAT Lancet's dietary guidelines focus on optimal diet for human health with a diversity of plant-based foods and protein sources; EAT Lancet adds the dimension of planetary health

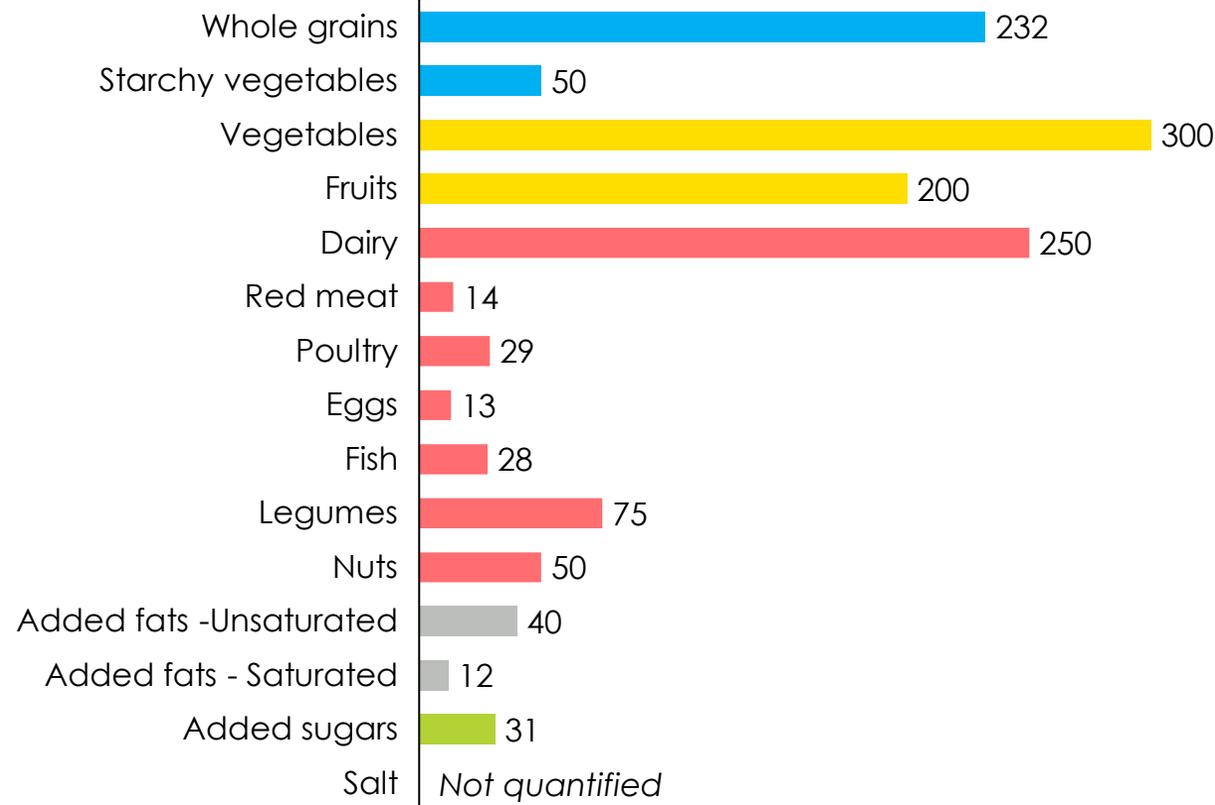
## WHO Healthy Diet for Adults

Intake per day by recommendations of food type (grams)



## EAT Lancet Planetary Health

Intake per day by recommendations of food type (grams)



■ Grains and starchy vegetables
 ■ Fruit & vegetables
 ■ Protein sources
 ■ Added fats
 ■ Sugar & salt

Note: \*Total fats consumptions (including both added and integral) quantified in calorie intake only. Each dietary guideline has differing recommendations – see appendix for full assumptions on quantification

Source: WHO Healthy Diet, EAT-Lancet



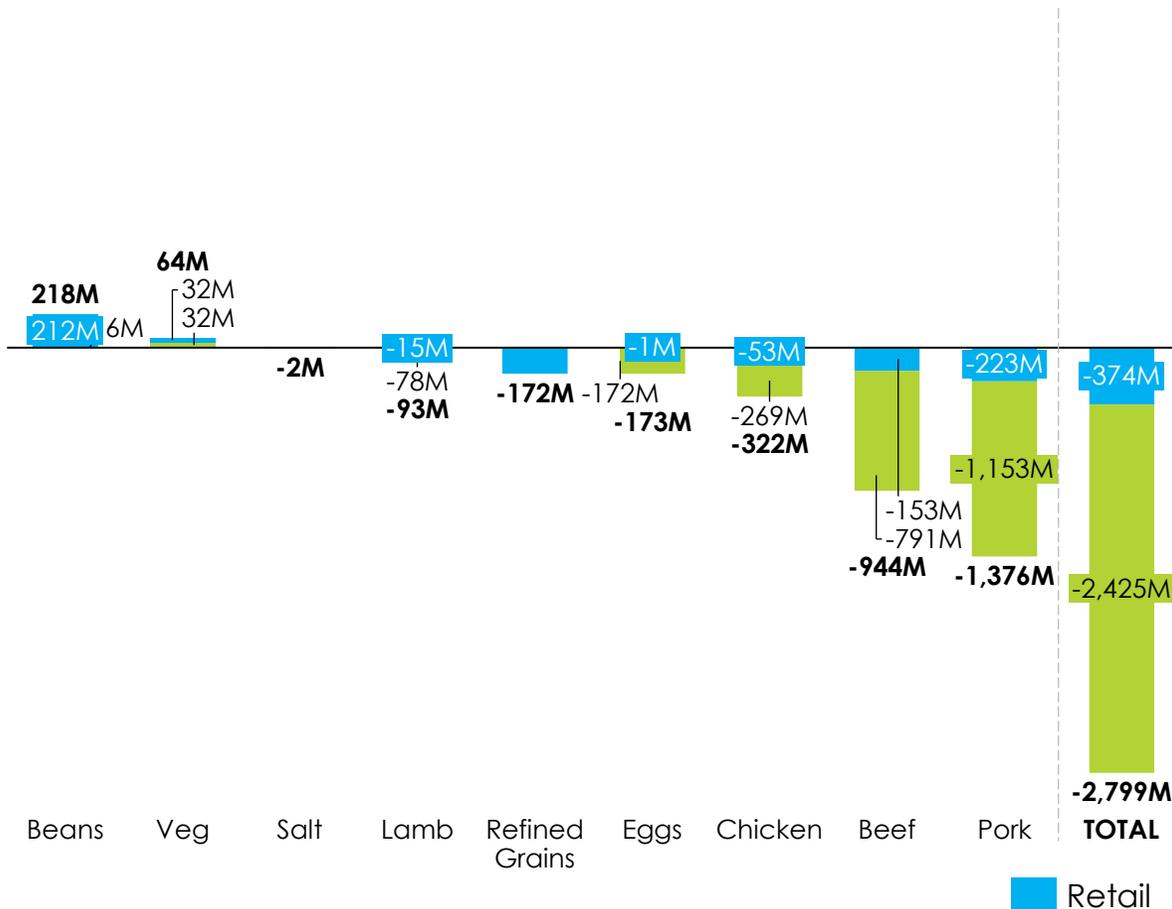
# POTENTIAL FOR IMPACT | COSTS TO CONSUMER

Reducing meat content and increasing volumes of legumes and vegetables should drive down costs significantly on aggregate across the EU; depending on consumption patterns there is a possibility that some consumers may face increased costs

## WHO

Estimated annual cost impact (M EUR)

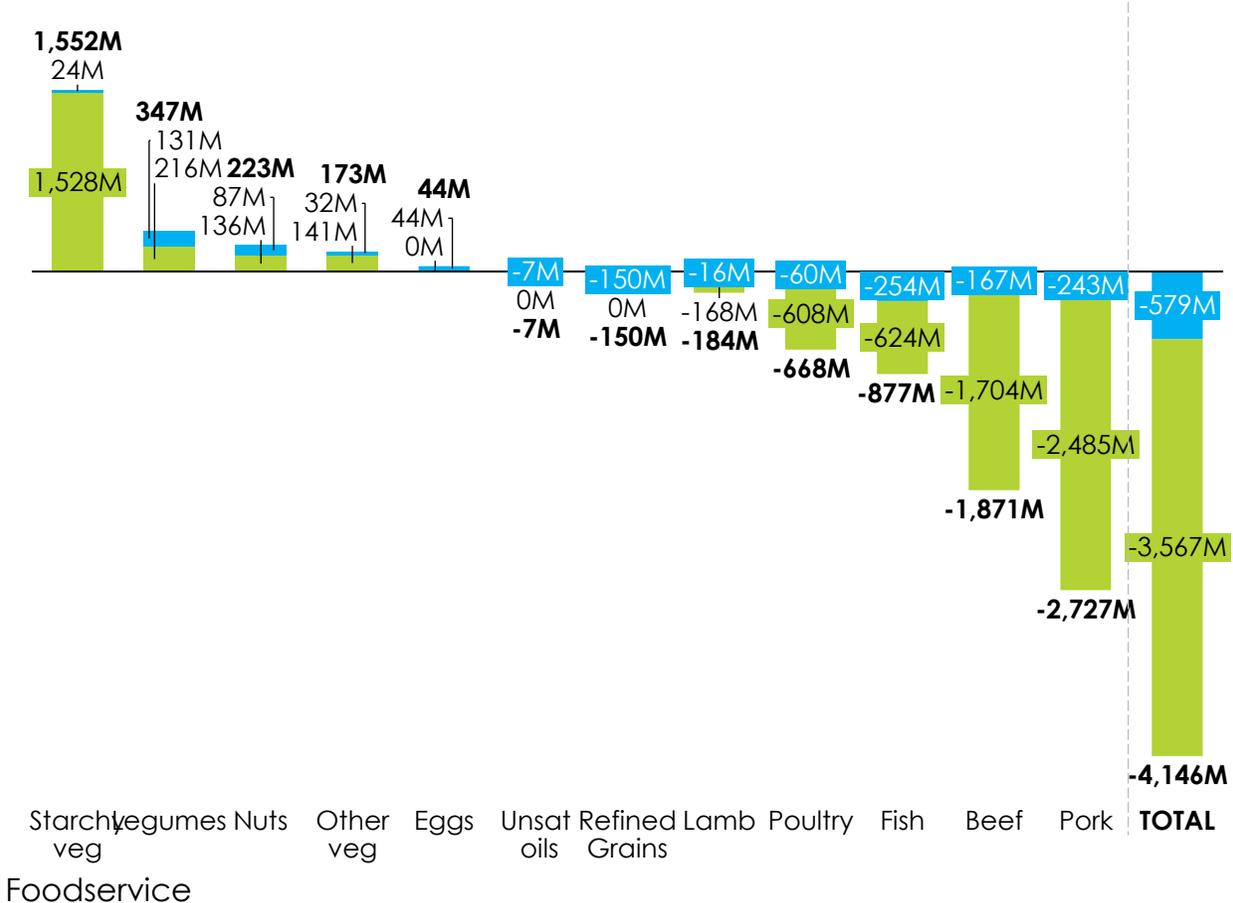
Potential cost saving: 2,799M EUR



## EAT Lancet

Estimated annual cost impact (M EUR)

Potential cost saving: 4,146M EUR



Note: Salt is assumed to be removed rather than replaced by other more costly flavourings due to legislation requiring all manufacturers to make changes in parallel. Costs based on German producer prices  
Source: Euromonitor, FAOStat, WHO, Eat Lancet



# POTENTIAL FOR IMPACT | PUBLIC HEALTH

Changes required to reach nutrition guidelines address many of the burden of disease risk factors, which could also reduce health care costs throughout the EU

| Ingredient            | Level of change to reach nutrition guidelines (% vs current retail) |             | Burden of disease risk factor addressed through changes to ready-made meals* |                              |                             |          |                      |
|-----------------------|---|-------------|--|------------------------------|-----------------------------|----------|----------------------|
|                       | WHO   | EAT Lancet  | Dietary  | High Systolic Blood Pressure | High Fasting Plasma Glucose | High BMI | High SDL Cholesterol |
| Refined grains        | -56%  | -48%        | ●  |                              | ●                           |          |                      |
| Meat                  | -62%  | -67%        | ●  |                              |                             | ●        | ●                    |
| Fish                  | N/A   | -72%        | ●  |                              |                             |          |                      |
| Legumes               | Significant increase*   |             | ●  |                              |                             |          |                      |
| Dairy                 | N/A   | No change** |  |                              |                             |          |                      |
| Added fat & oils      | N/A   | No change** |  |                              |                             |          |                      |
| Sugar                 | N/A   | No change** |  |                              |                             |          |                      |
| Salt                  | -65%  | N/A         | ●  | ●                            |                             |          |                      |
| <b>Overall impact</b> |   |             | ●  | ●                            | ●                           | ●        | ●                    |

Notes: \*Directional only, Legumes currently <0.15% of ready-made meals ingredients \*\* Currently already under recommended levels of dietary guidelines  
 Source: Euromonitor, Systemiq analysis

Key: ● High impact ● Lower or secondary impact

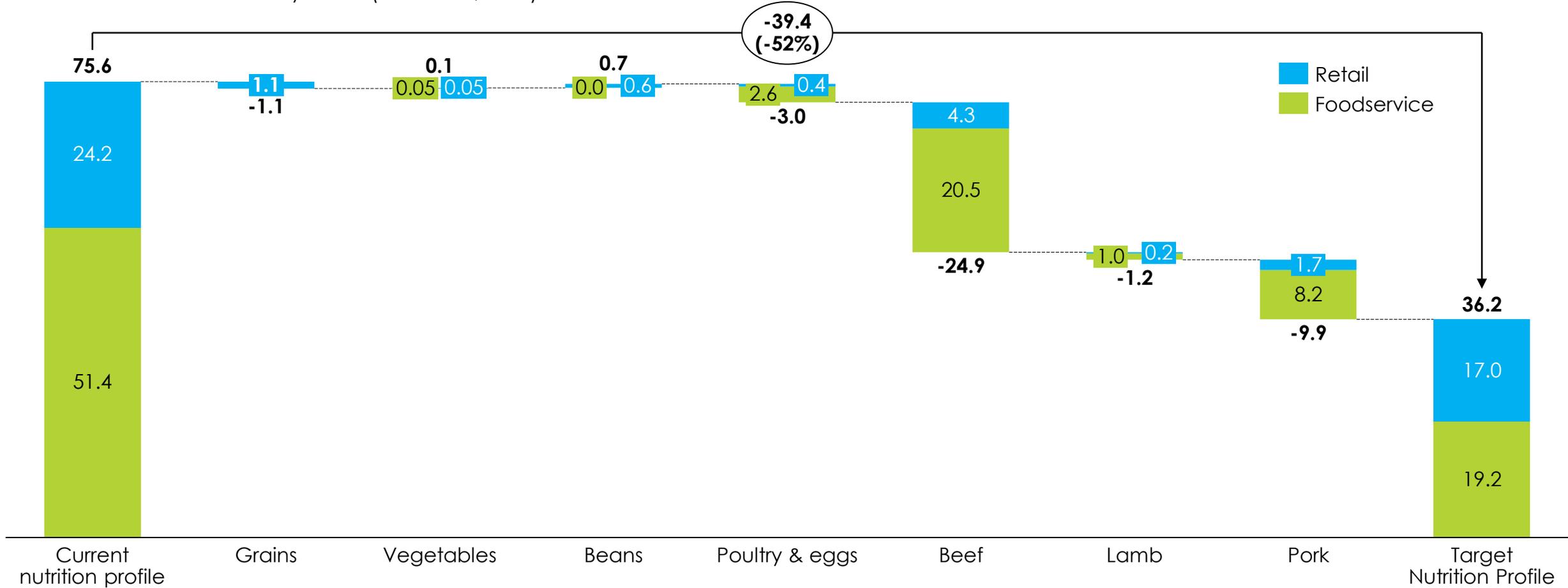


# POTENTIAL FOR IMPACT | ENVIRONMENTAL IMPACT – GHG EMISSIONS (WHO)

Regulating content of “ready-made meals” in line with WHO Healthy Diet guidelines would have ~40M t CO<sub>2</sub>e benefit in GHG emissions reductions, just over 1% of total EU emissions

## GHG emission from ready meals – Current and proposed

GHG emissions related to ready meals (M t CO<sub>2</sub>e, 2022)



Notes: Grains and dairy data unavailable for Foodservice. Adjusted to estimate all EU member states and exclude SMEs. Total numbers between current nutrition profile between WHO and Eat Lancet vary due to different definitions. Numbers may not sum due to rounding

Source: Euromonitor, Poore & Nemecek, Systemiq analysis

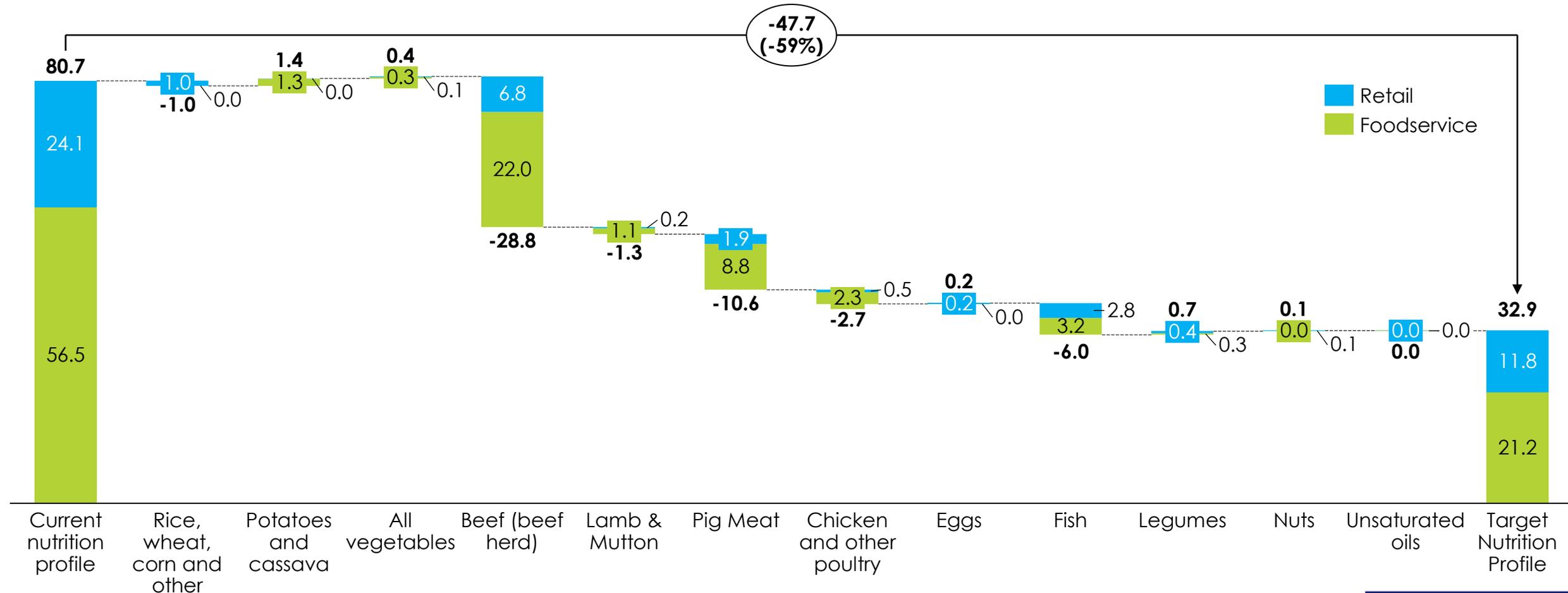


# POTENTIAL FOR IMPACT | ENVIRONMENTAL IMPACT – GHG EMISSIONS (EAT LANCET)

Proposed changes in line with EAT Lancet would be closer to ~50Mt CO<sub>2</sub>e benefit in GHG emissions reductions, mostly from meat

## GHG emission from ready meals – Current and proposed

GHG emissions related to ready meals (M t CO<sub>2</sub>e, 2022)



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