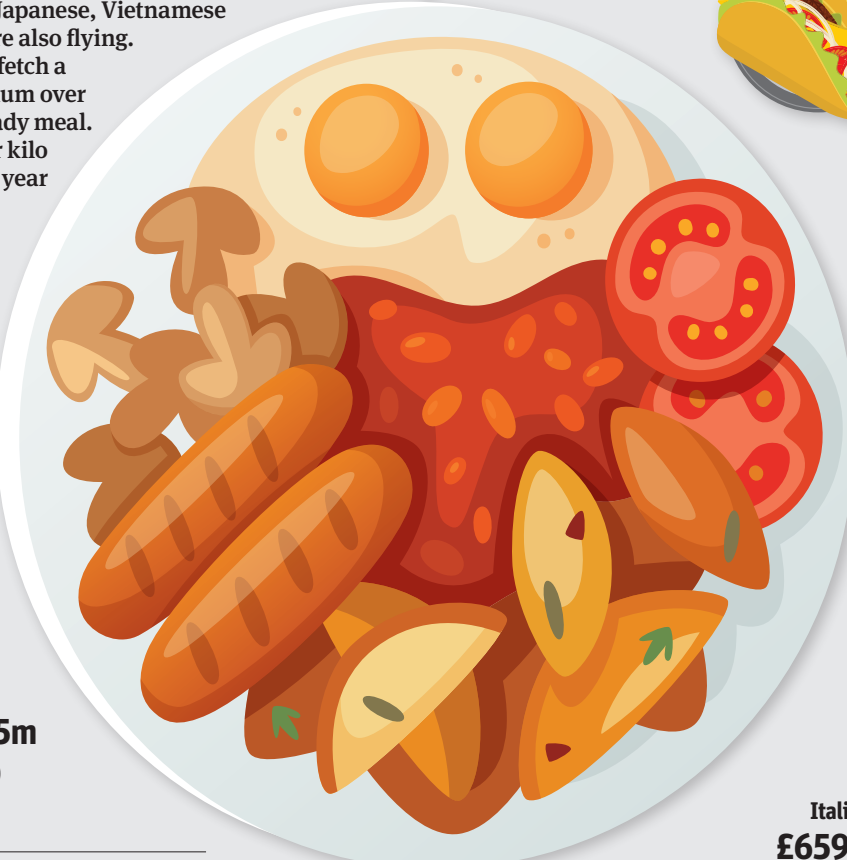


# Heading east: ready meal sales by cuisine

- Traditional meals remain top, as English cuisine accounts for nearly 40% of the category value.
- However, the highest growth areas are Chinese, Indian and Thai, up £33.3m (11.4%), £27.4m (6.8%) and £14.2m (31.7%) respectively. Less familiar cuisines such as Japanese, Vietnamese and Malaysian are also flying.
- Such cuisines fetch a significant premium over other types of ready meal. Average price per kilo is £5.60, up 2.6% year on year. Chinese costs an average of £6.47, Thai £7.23 and other cuisines such as Malaysian £7.54 a kilo. Italian and English fetch £4.93 and £5.81.



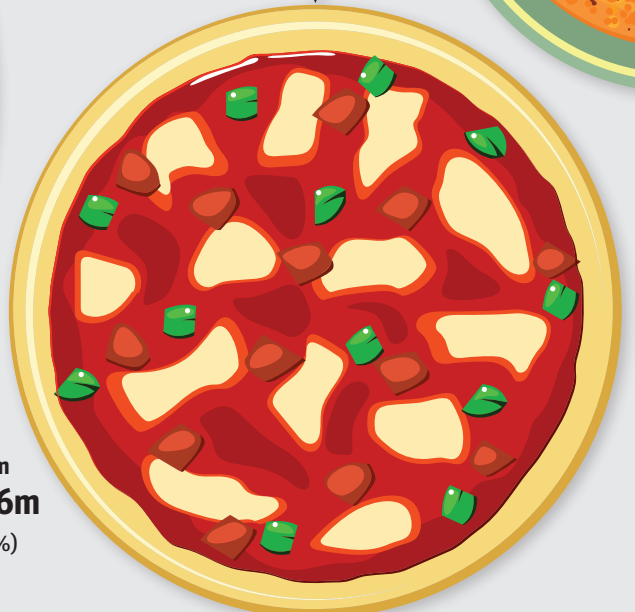
**English**  
**£1,363.5m**  
(▲ 5.0%)



**Mexican**  
**£57.3m**  
(▲ 8.1%)



**Thai**  
**£59.2m**  
(▲ 31.7%)



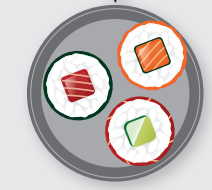
**Italian**  
**£659.6m**  
(▲ 5.6%)



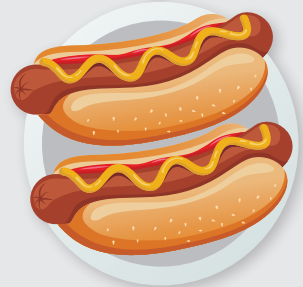
**Indian**  
**£428.2m**  
(▲ 6.8%)



**Spanish**  
**£79.5m**  
(▲ 11.3%)



**Japanese, Vietnamese and Malaysian**  
**£51.8m**  
(▲ 27.9%)



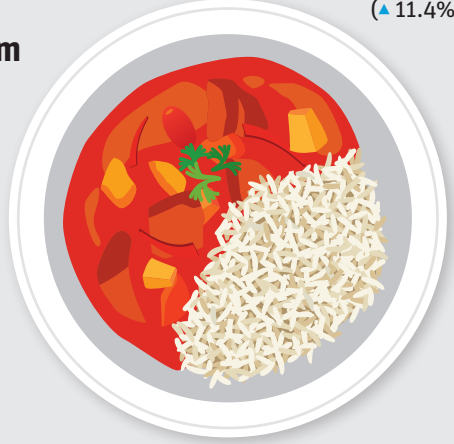
**American**  
**£137.1m**  
(▼ 3.5%)



**French**  
**£129.5m**  
(▲ 1.8%)



**Greek**  
**£45.8m**  
(▼ 4.2%)



**Chinese**  
**£325.8m**  
(▲ 11.4%)

*Kantar Worldpanel value sales 52 w/e 6 November 2017. Full data on thegrocer.co.uk*