



# Directing the future of ready meals for M&S: A strategic vision with 2 sisters Food Group

## M&S and 2 Sisters needed to future-proof their ready meals offering

They needed a clear understanding of where the category was heading and how they could stay ahead, leading the market with innovation that aligned with shifting consumer trends.

### Consumer and category research to explore:

1. General consumer attitudes to the ready meal category
2. Consumers' future wants and needs within ready meals
3. Occasion states which are in growth
4. Future ideas for the Ready Meal category in M&S

### Clear direction and actionable recommendations

- **5 Pillars of Growth** - areas to focus on and invest in to grow the relevance of M&S ready meals amongst families and midweek occasions
- **40 innovative ready meals ideas**



*"You guys really know what you're doing when it comes to consumer research, it has helped us understand our consumers in so much more depth."*

**Jennifer Beadnell, Category & Insight**