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Tender

In-home usage data and insight requirements for AHDB

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

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Notice identifier: 2026/S 000-009854

Procurement identifier (OCID): ocds-h6vhtk-0646a5

Published 4 February 2026, 11:02am

Scope

Reference

2025-764

Description

This tender opportunity is for the provision of in-home usage data and insight relating to eating habits within the home.

The Retail and Consumer Insight (RCI) team offers independent market analysis using AHDB and third-party data. Their goal is to explain shifts in consumer attitudes and behaviour, helping levy payers understand the market and make informed decisions. AHDB currently uses in-home consumption data currently contracted from Worldpanel by Numerator.

How we use in-home data:

The in-home usage data provides greater context into the types of meals eaten in the home but also what types of meal our categories are featuring in. The usage data has been used very heavily with our Market Development team to understand the current

consumption profile

Insight requirement:

Track known behaviour of MFP and Dairy products in the home, looking at consumption trends and delivery of insight to understand actual behaviour and motivations behind these.

Category coverage:

Details below show the category items that included in AHDB's analysis of what it eaten in the home. It shows the set of comparison products that falls within the current analysis.

Meat/Fish/Poultry (MFP): Fresh Red Meat, Fresh Beef, Fresh Lamb, Fresh Pork, Frozen Beef, Frozen Lamb, Frozen Pork, Fresh Poultry (breakout for Chicken-Turkey), Fish, Frozen Poultry, Sliced Cooked Meats, Sausages, Bacon, Fresh Burgers & Grills, Frozen Burgers & Grills, Ready To Cook, Ready Meals, Fresh Pulled Pork and BBQ

Further cuts breakdown for primary Beef, Lamb and Pork:

Roasting (breakout for leg/shoulder for Lamb & loin / belly for pork) , Frying/Grilling, Mince, Chops, Bacon (Chops/Joints/Rashers)

Dairy Category coverage: Cheese, Milk , Butter, spreads and margarine (BSM), Yoghurt and Cream. Dairy alternatives

Filters: Cheese filters on: Extra Mature, Mature, Medium, Mild, Vintage

BSM filters: Butter and Margarine, then splits on Block, spreadable

Category Measures:

A full range of measures will be required including but not limited to:

- Number of Occasions
- Demographics
- Geographic's
- Cooking method
- Time of day

- Meal type
- Details of foods eaten combinations
- Who / Number Present
- Ability to track year-on-year trends

Category-meal drivers, e.g. Occasion motivators, Cooking method, Preparation time, complementary food, dish consumed in the home.

Total value (estimated)

- £0 excluding VAT
- £0 including VAT

Above the relevant threshold

Contract dates (estimated)

- 9 May 2026 to 8 May 2029
- Possible extension to 8 May 2032
- 6 years

Description of possible extension:

1+1+1

Main procurement category

Services

CPV classifications

- 72316000 - Data analysis services

Contract locations

- UK - United Kingdom

Participation

Legal and financial capacity conditions of participation

As per tender documents

Technical ability conditions of participation

As per tender documents

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

24 February 2026, 12:00pm

Tender submission deadline

3 March 2026, 12:00pm

Submission address and any special instructions

<https://defra-family.force.com/s/Welcome>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

25 March 2026

Award criteria

Name	Description	Type
Quality/Technical	80	Quality
Price/Costings	Price/Costings	Price

Weighting description

Quality 80%

Price 20%

Other information

Payment terms

As per AHDB terms and conditions

30 days from receipt of invoice

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

- Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park

Coventry

CV3 4SU

United Kingdom

Contact name: Sarah Waters

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Region: UKG13 - Warwickshire

Organisation type: Public authority - sub-central government