

The Grocer

Focus On: Hot Desserts by Robyn Vinter (robynvinter@gmail.com)

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The Story

Here's more proof of a renaissance of traditional British foods: value sales of traditional chilled desserts such as jam roly poly and bread & butter pud have jumped by more than a fifth in the past year in a wider hot desserts category that's down on volumes. What's driving this? And why is the wider category in decline?

Key themes (this list is not exhaustive; we will investigate new angles as they arise):

Trends: This feature will explore the trends affecting the hot desserts market. This will include how the health debate is affecting the category as well as the economic outlook. As the economy recovers, are consumers turning away from the category? Could the national fervour stirred up by the Brexit referendum have a hand in this?

Brand vs own label: Our research shows that own label is driving the growth as branded offerings lose both value and volume sales. So, why are own label sales rising? This feature will explore in detail retailers' strategies in the category, looking at NPD, price, promotions and ranges. It will also investigate which brands are suffering the most and which are bucking this trend.

The retail mix: How do different retailers' product and price range differ? Which brands are enjoying the most growth and in which retailers? How are different retailers merchandising the category and which are in growth and decline?

Price/promotions: This feature will investigate the role price and promotions are playing in this market. Which retailers and brands have seen the most significant changes in price? Why? Are shoppers being encouraged to trade up?

Innovation: Key to this feature will be a discussion of the latest NPD on the market. The feature will explore the market trends that have inspired these innovations and weigh up which new launches are most likely to encourage new trends in the category. Four of the most interesting recent launches will be profiled in a separate box.

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What impact has own-label had on branded players?
- What's next for the category?