

## Focus On: Desserts, publishing 18<sup>th</sup> August Online Listicle to go live on 17<sup>th</sup> August

Advertising deadline: 1<sup>st</sup> August

Submissions deadline: 13<sup>th</sup> July

### The Story

**Why are the young deserting desserts? Desserts may be increasing in value marginally thanks to price rises, but increasingly health-conscious millennial shoppers are fuelling a decline in volume. So can the category win back the up-and-coming generation? Could innovation and healthy options tempt new customers? And can the rise of pudding bars help raise the profile of desserts?**

**Online Listicle:** Top new launches aimed at millennials. Who in the category is taking aim at younger shoppers, and have they been successful?

**Millennials dip out of desserts:** Under 28s are leaving the category but at the same time, they are happy to eat desserts out of home in dessert bars. So what do younger shoppers want from their desserts in the supermarket aisles? Could grocery learn anything from out of home? How can NPD tempt these shoppers back into the category?

**Free from over value:** Tesco's free from range of desserts has overtaken its value range for the first time, with value sales up 38.4% y-o-y. What are the factors behind this movement? Has the retailer been promoting its free from line more this year, has there been any significant NPD in either range, or were shoppers simply more inclined towards free from puddings this year? How have Tesco's tempted consumers who have no dietary requirements to buy free from desserts?

**Brand vs own label:** Own label is continuing to drive growth through volume gains. A lot of this has to do with the rise of the discounters, but promotional activity has also been key. Fewer products across branded and OL were sold on promotion this year leading to higher average prices. Why are shoppers switching to own label desserts, and how can brands get back in the game?

**The retail mix:** The discounters have continued to gain ground this year, with Aldi and Lidl being the only retailers to achieve double-digit growth. What can be learnt from the discounters' retail strategy?

**Innovations:** A run-down of the top launches which haven't been featured in The Grocer before, including image, launch date and RSP.

### 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 has merchandising changed in the market?