

# The Grocer

**Focus On: Food On the Go by Julia Glotz** (julia.glotz@thegrocer.co.uk)

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**Submissions deadline:** 4 November

## The Story

**There's been a 4.5% increase in spend on food & drink consumed on the go in the past year. Why is Britain consuming more food & drink on the go? What's driven up average price paid? Which retail channels are driving this growth? Are any in decline? Why? And what kinds of food & drink are Brits going for when it comes to grabbing a bite to eat on the hoof?**

## Key themes:

**Health and lifestyle:** This will be a central theme of this feature. We will be speaking to the brands behind fruit & nut and wholefood snacking innovations, sandwich players about the growth in bread alternatives, biscuits brands about growing demand for baked snacks and more.

**Exotic tastes:** This feature will also pay close attention to how Brits' increasingly adventurous tastes are informing on-the-go innovation, from toast-able curry-filled naan breads to burritos. What will be the next thing in terms of more exotic on the go products?

**Innovation:** Key to this feature will be a discussion of the latest NPD from the category's brands and own label players, large and small. 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 market. We will profile 12 of the most interesting new launches in a separate innovation panel.

**Retailers:** Central to this feature will be analysis of how different retailers are looking to corner the on-the-go market, through everything from meal deals and impulse fixtures to hot food to go and coffee facilities. Which retailers are leading the field and who's being left behind?

**Price:** According to our data, average prices in food on the go have risen significantly in the past year, in defiance of the deflation that's characterised the wider grocery market. What's driven this? And what's likely to happen to prices in the coming year given all the current economic uncertainty?

## 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?