

The Grocer

Focus On: Easter & Spring by Amy North (amy.north@thegrocer.co.uk)

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The Story

Last Easter was a boom period for Britain's confectioners! Sales of Easter confectionery jumped by more than £30m in the first four months of 2016, despite retailers having a shorter window than usual between Christmas and Easter. Crucially, much of this growth was driven by higher average prices, suggesting punters are being convinced to shell out for more premium eggs. So which retailers and brands cashed in the most? Who was left behind? And what's in store for 2017?

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 NPD will be profiled in a separate box.

Shell eggs:

How have brands have performed in this sub category, what are the factors that have affected them – price, promotions, NPD, marketing etc.

Non-chocolate

Of course Easter isn't all about chocolate. We explore the best innovations in other categories which are making the most out of this festive occasion, from sugar confectionery, to toys, to anything in between.

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?