

The Grocer

Focus On: home baking by Amy North (amy.north@thegrocer.co.uk)

Publishing: 22 July
Advertising deadline: 30 June
Submissions deadline: 27 June

The Story

Brits are baking less so how are some brands managing to grow? Why is the overall market in decline and what can be done to resurrect growth? Is the cooling category a sign that the so-called 'Bake Off Effect' has run its course or will baking fever kick off again once the new Channel 4 series has begun later this year? And how is the kind of things Brits are baking changing?

Key Themes

Ranging: Crucial to this story will be an analysis of how different retailers' ranges have evolved in the past year and what impact this has had on retailers' performances. Which brands have seen their ranges rationalised and who has benefitted? To what extent has the growth in own label been driven by the development of new products?

Bake Off: The Great British Bake Off is claimed to be the third biggest occasion in the home baking calendar (after Christmas and Easter). How are category players tapping into the occasion? And, how much success did brands and suppliers have at festive occasions throughout the year?

Emerging trends: From 'healthy' baking to classic puds and even fancy bread, a number of trends are affecting the market. So, what's next? What else are people baking? We speak to players, large and small, to get a handle on what's big in home baking now and in the future.

Health: As the war on sugar rages, what effect are health trends having on the home baking sector? Are consumers baking less or just looking for healthier alternatives in the home baking aisles?

Price and promotions: This feature will investigate the role price and promotions are playing in this market and explore what impact the key trends are likely to have on this going forward.

Innovation: Key to this feature will be a discussion of the latest NPD in 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 baked goods category. Four of the most interesting recent launches will be profiled in a separate box.

Brands v own label: Brands are losing out to own label, according to our data, with all the major branded sectors in decline. So what are brands doing to retaliate?

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's next for the category?