

The Grocer

Focus On: Home baking

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Baking has receded since the lockdown days when sourdough loaves graced the nation's kitchens. Shoppers simply have less time to spend staring at the oven than they used to. But how many lockdown bakers have kept up the habit as restrictions have eased? What products are fitting better into people's new lifestyles? And how might all that change as the cost of living rises and those events become ever more expensive to heat?

Convenience: For many life has only got busier since the end of lockdown. So how have home baking suppliers been capitalising on people being more pressed for time?

Health: Post-pandemic, shoppers are more conscious of their health. So is this translating into the cakes they make at home? And what products are on offer to help bakers make healthier fare?

Energy costs: Leaving the oven on for hours is a lot costlier than it used to be. Will rising energy prices dampen bakers' enthusiasm? And given those costs, will low-energy baking prove more popular, to the benefit of mug-based cooking products?

Innovations (400 words): We will profile 4 new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each