

The Grocer

Focus On: Rice, Noodles & Pulses

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Rice, noodles and pulses are on a roll, with both value and volume sales growing by 2.8% [Kantar]. And brands are giving the category momentum: 9 of the top 10 rice brands, six of the top 10 noodles brands and 9 of the top 10 pulse brands have grown volumes in the past year [NIQ]. How are they doing this? And what role are factors like innovation, health consciousness, price promotions and marketing playing in market growth?

Innovation: We've seen several significant launches in the past year or so. To what extent are these driving category growth and broadening usage to new occasions? What's in store for the coming year in terms of innovation?

Marketing: This feature will also play close attention to how brands are marketing their products. To what extent are they using messaging relating to health, convenience and provenance to drive sales? And what about marketing in store; how are brands using merchandising and cross-category promotions?

Brands v own label: This feature will also explore how the dynamic between brands and own label is evolving in this category. Where is most growth coming from and how are different retailers approaching their own ranging to drive profits and differentiate themselves from the competition?

Price and promotions: Another key element of this feature will be an exploration of how suppliers and retailers are dealing with ongoing price pressures and ensuring they remain attractive to shoppers who are feeling the pinch. How are they using promotions, pack size engineering and value tiering to stay competitive?

Innovation: We will profile four interesting new launches that ideally haven't been featured in The Grocer before. Please include rsp, pack size, launch date and product details, as well as a high res image.