

# The Grocer

## Focus On Home Baking

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**Where's Mary Berry when you need her?** Data from Kantar shows that some home baking brands have lost share to own-label in the past year, while category household penetration and the number of ranges on retailers' shelves have declined. So, what are brands doing to pep up sales? What role are innovation, influencer collaborations, in-store marketing and mainstream advertising playing in their growth strategies? And which own-label ranges are driving most growth?

**Baking trends:** This feature will pay close attention to the trends that are shaping innovation in the home baking category. To what extent are trends on social media channels such as TikTok and Instagram informing innovation? What about celebrity bakers like Nadia Hussain or Paul Hollywood? What will be the next big thing?

**Marketing:** We will also be exploring how marketing strategies are evolving and what's proving most successful. Which retailers are merchandising the category best? How valuable are mainstream ad spots alongside shows like the Great British Bake Off? And what about social media and influencer marketing?

**Retailers:** Another area of exploration will be how different retailers are approaching branded and own-label ranging, merchandising, in-store marketing and promotions as they try to cement points of difference from the competition. Which retailers are in strongest growth or decline? And why?

**Innovation:** This feature will pay close attention to the latest trends in home baking and how this is playing out in terms of product innovation. We will profile four new and interesting products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.