

The Grocer

Focus On: Cakes & Biscuits

By Rob Brown (rob_j_a_brown@hotmail.com)

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Is it cake? That's the question consumers may be asking more often as the boundaries between cake, biscuits and regular confectionery continue to blur. Recent months have seen one of the UK's biggest and oldest biscuit brands move into the confectionery aisle with its first countline-style product, while chocolate brands are launching new products inspired by baked goodies such as shortbread and brownies. What's driving this new spirit of innovation? How successful has it been? What other trends are influencing NPD? And what will be the next big thing?

HFSS: How will the advertising restrictions on products containing high levels of fat, sugar and salt impact the cakes and biscuits category and how are suppliers and retailers in this market preparing? What other regulations are on the cards for the category

In-store marketing, merchandising and theatre: This feature will pay close attention to how retailers are trying to improve shopping experiences in store and online and the extent to which this is helping different retail groups win share and create points of difference.

Brands v own-label: This feature will explore how the balance between brands and own-label has changed over the past year. Which retailers have been pushing own label products the most in the past year and how are brands fighting back? How do they compare on price, product quality and the like?

Marketing: We will also be looking at how the big brands are using their marketing budgets to convince shoppers to continue putting them in their baskets. How reliant are they on celebrity endorsements, primetime TV ads and digital? And how can challengers with shallower pockets cut through the noise?

Retail share: This feature will explore how different retailers are managing the category in terms of ranging, promotions and balancing brands and own label product assortments. How are brands working with retailers to create excitement in the fixture? Which retailers are in strongest growth and why?

Innovation: The past year has seen plenty of innovation. This feature will explore the latest trends and how this is playing out in terms of product innovation. We will profile four new cake and four new biscuit 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.