

The Grocer

Focus On: Easter & Spring

By Rob Brown rob_j_a_brown@hotmail.com

Publishing: 17 January 2026
Advertising deadline: 19 December 2025
Submissions deadline: 11 December 2025

Easter has always been important for confectionery brands and grocery retailers, but in recent years it's become fundamental. Fourteen per cent of chocolate take-home retail sales value came from Easter Eggs and other Easter lines last year, and they were chocolate's fastest growing sub category. But overall chocolate volumes are in decline.

- So, with chocolate becoming less of an everyday treat, what are brands and retailers doing to encourage people to buy more this Easter?
- Will it give beleaguered chocolate brands the boost they need?
- And what about other key Easter items, such as hot cross buns, joints of lamb, gifts and so on?

A sense of occasion

- Easter Sunday 2026 falls two weeks earlier than it did in 2025. What impact will this have on sales?
- How will retailers and brands be looking to create a sense of occasion in stores?

Brands vs own-label

- Which were the best performing brands and own label ranges last Easter? Why?
- What will be the biggest hits in terms of new products from own label and brands this Easter?
- What sort of promotions will retailers be using to drive sales and compete with rivals?

Non-chocolate products

- Which non-chocolate products see the biggest boosts at Easter?
- How is this changing?

Innovation

- We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.