

The Grocer

Focus On: Pasta & Pasta Sauces

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Intro: From penne alla vodka to baked feta pasta and 'marry me' sauce, social media trends have played a major role in our pasta-eating habits over recent years. So what are the next big trends and how are suppliers responding?

Trends and NPD: Standout launches

- Which pasta recipes are going viral right now?
- How are suppliers responding through NPD?
- Which pasta sauces we expect to see from suppliers next?

Brands vs own label: The state of play

- How are brands faring compared to own label lines?
- Which particular sectors are performing well in each?
- Are retailers quicker or slower than brands to respond to online trends?

Provenance: Italian ingredients

- How important a purchase driver is provenance in pasta and sauces?
- Which suppliers and retailers are championing Italian ingredients?
- To what extent will shoppers pay more for provenance?

Pricing: Inflationary pressures

- Is inflation hitting pasta or pasta sauces harder?
- Which factors are at play here?
- Are price changes influencing shoppers' buying habits?

Brand spotlights: We will profile two brands making an impact in the category. Please provide strong hi res images.

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