

The Grocer

Focus On: Cakes & Biscuits

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Intro: From chocolate orange cookies to raspberry & milk celebration cakes, confectionery brands are increasingly crossing over to cakes & biscuits. So what's behind this flurry of treat-inspired launches?

Innovation: Category cross-overs

- Which sweets and chocolate brands have recently entered cakes & biscuits?
- Which cake & biscuit brands are tying up for co-branded launches?
- How are shoppers responding to the innovations?

Global flavours: Trending cuisines

- How is the popularity of East Asian cuisines playing out in cakes & biscuits?
- Which other cuisines are informing NPD?
- What do forecasters predict will be the next trending flavour in the category?

Seasonal: Limited editions

- How are suppliers capitalising on Easter, Halloween, Christmas and other events?
- How are they positioning their treats for gifting occasions?
- Which times of year see the highest volume sales of cakes & biscuits?

Health versus indulgence: Purchase drivers

- To what extent does health inform purchases of cakes & biscuits?
- How are healthier brands marketing their products?
- How are non-HFSS lines faring?

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.