

# The Grocer

## 10 things you need to know about... confectionery

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- **Creative challenge**

We've asked strategic design agency Brand Opus to think outside the chocolate box and come up with three brand concepts for confectionery based on current trends.

- **Revealed: What consumers really think of guilt lanes**

We've commissioned Harris Interactive to quiz Brits on whether they think chocolate should be displayed at checkouts.

- **Meet the Buyers**

We quiz key retailers' buyers on guilt lanes, NPD and how the market is shaping up in 2015.

- **What's the next salted caramel?**

What's next in confectionery? The Grocer drops in on a chocolate workshop at Le Cordon Bleu to find out what patisserie trends we can expect to trickle down into grocery.

- **Advertising**

Who's spending big on ads? Are they effective? Ebiquity spills the beans on confectionery's top advertisers.

- **Top 10 global launches**

We've teamed up with Mintel to scour the globe and find the craziest and most innovative launches from the past year.

- **Brands: chocolate and sugar confectionery**

Have confectionery's biggest brands escaped the war on sugar? Exclusive data from IRI reveals who's winning and losing.

- **Snacking consumption**

Confectionery is losing out as consumers look for alternatives to snack on. So, what's stealing confectionery's share? And how can it compete?

- **The £1 price point is still key**

Exclusive data from Kantar Worldpanel reveals the £1 price point is five times more important to the category than £2. How are brands and retailers tapping into this? What does this mean for their promotional strategies?

Please note: This list is a work in progress and stories are subject to change.