

The Grocer

Focus On: Batteries by Amy North (amy.north@thegrocer.co.uk)

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The Story

- **Grocers are gaining share of the batteries market. According to our research, value sales of batteries have inched up in the past year, with volumes rising an impressive 7.5%. How much of this has been driven by lower prices and promotional activity? How have deals evolved in the past year? What else is driving growth and which retailers and brands are enjoying the most of this growth?**

Key themes (this list is not exhaustive; new angles will be investigated as they arise):

Innovation: Key to this feature will be a discussion of the latest NPD on the market. The feature will explore the market trends that have inspired these innovations and weigh up which new launches are most likely to encourage new trends in the category. Four of the most interesting recent or forthcoming launches will be profiled in a separate box.

Promotions/pack sizes/price: This feature will pay close attention to how factors like pack sizes and promotions have affected the price of batteries in the past year. How price has in turn affected sales growth will of course be a major focus too.

Marketing and advertising: This feature will also explore how the marketing of batteries has evolved over the past year, with particular attention being paid to above the line advertising, point of sale marketing and the 'as good as the major brand' claims of many of the smaller players in the market. How have things changed and what are brands' strategies for the coming year?

Retailers: This feature will pay close attention to how new listings have affected the fortunes of individual brands and the growth of discounters and specialist retailers is driving growth for some. How do different retailers approach the category? Who's in growth and who's in decline?

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What impact has own-label had on branded players?
- What's next for the category?