

The Grocer

Focus On: Homebaking, publishing 21st July

Online Listicle to go live on 20th July

Contact Emily.bright@wrbm.com

Submissions deadline: 2nd July

Advertising deadline: 9th July

The Story

The Instagram generation is falling in love with baking. Over the past year, glossies including Red and Teen Vogue have published lists of the best bakers on Instagram, and the younger consumer is taking note. Cake coverings such as marzipan and icing are the fastest growing category in home baking as bakers attempt to make their creations picture perfect. And this up-and-coming baker is also interested in health and ethics – tucking into Fairtrade and organic lines. So how can brands and retailers cater for this new wave of shoppers?

Themes to cover:

Listicle: The top new products tapping into Instagram baking trends

Instagram trends: Everyone's trying to target the social media baker with some rebranding to target the "insta-generation". So what are the current trends in baking and how can brands get involved?

Organic and Fairtrade: The new wave of bakers is lapping up new organic and Fairtrade launches. What are the main launches and what is behind their appeal?

Health: It may seem a contradiction in terms, but bakers are increasingly concerned about health. What are manufacturers doing to cater for this, and how can they do more?

Price inflation: Prices of home baking goods have increased at a faster rate than total grocery. To what extent is this putting off shoppers?

Brands and own label: Brands account for 43% of spend in the category, but their growth is relying solely on inflation. So what can they do to fight back?

Innovations x 8: A run-down of the top launches which haven't been featured in The Grocer before, including image, launch date and RSP.

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?