

Focus On: Batteries, publishing 25th August

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The Story

Batteries are getting innovative. Standard AA types are no longer fuelling the younger shopper. Instead, new formats such as Powerbanks and micro batteries are offering charge for the devices that are preoccupying our youth: smartphones and wearable technology. The innovation certainly comes at a welcome time. Consumption has declined among the under 44s, and is only being propped up by older shoppers. So can these innovations draw younger users back in?

Key themes:

Innovation: Innovation including coin batteries has helped drive growth over the past year, while the Powerbank market is set to reach £18.5bn by 2022. What products are driving growth in demand for this formats? Is there any place for high-end versions, for example powerstation products, which can retail for up to £100?

Bargain batteries: As prices go up, more and more consumers are buying batteries from bargain stores and discounters. Supermarkets have also competed more strongly on price, with Asda offering temporary price reductions by nearly 50% as opposed to multibuy deals. So is it a case of the cheapest wins? Can innovation drive back value into the category?

Older shoppers: Over 44s are driving growth in battery consumption. How can battery brands capitalise on this growth and attract younger shoppers?

Rechargeable: It may be the smallest category, but it's delivering plenty of growth. What is the potential for the rechargeables market?

Christmas toys: We explain how the top Christmas toys this year could impact on the battery market.

Innovation: Key to this feature will be a discussion of the latest NPD from the category's brands and own label players, large and small. The feature will explore the market trends that have inspired recent innovations and weigh up which new launches are most likely to encourage future growth in the market. We will profile 4 of these in separate innovations panel including RSP and an image.

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 has merchandising changed in the market?