

Focus On: Savoury Pastries and Meat Snacks, publishing 17th November

Rob Brown (rob_j_a_brown@hotmail.com)

Submissions deadline: 26 October

Advertising deadline 2 November

Online Listicle to go live on 16th November: The latest premium and flavoured meat snacks

The Story

We've had the craft beer revolution. Now get ready for craft pastries. No longer are pasties and jerky the preserve of old men in pubs. They are now aiming at the hipster market. We've already seen biltong go high end with innovations such as wagyu beef and chimichurri steak. Savoury pastries are starting to follow suit. One revamped its branding earlier this year to focus more heavily on its roots, backed by plenty of innovative NPD. The main aim is to attract the younger generation to the market. So what are the key innovations driving the sector forward? And are they succeeding in attracting new consumers?

Key themes:

Rebranding the market: Which brands are spearheading the new-look savoury pastries and meat snacks? How are they doing this? Is it just image? Or are new flavours pulling in more punters?

Premium prices: The total value of the meat snacks market is up to the tune of 20%, but volumes are actually down. To what extent is premiumisation alienating the core market?

Branded: Slices, pork pies and sausage rolls are some of the biggest winners for brands this year. Why is this?

Own label: Quiches are performing well at the retailers, however own label is lagging behind branded in general.

Insight:

Kantar data: Using Kantar commentary, we explain the factors driving growth in the savoury pastries market.

Nielsen data: We explain the performance of the top 10 meat snack brands within the context of the overall market.

Innovations:

We identify eight new products that ideally have not appeared in The Grocer before. including launch date, image 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 has merchandising changed in the market?