

The Grocer

Focus On: Home baking by Ash O'Mahony (Ashleigh.omahony@wrbm.com)

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Online Listicle to go live on 19 July: What are the main innovations & how are they shaping the market

The Story

Brits aren't renowned for showing off. As a nation, we're traditionally associated with an overly polite manner that leaves little room for bragging. Yet Britain's home bakers may need to sharpen up their boasting skills this year. For a slew of premium home baking products are making their way onto supermarket shelves to give even the most amateur baker with the tools to create a culinary masterpiece that would make Mary Berry proud. So, does this fancier approach to home baking have legs? Who in the category is already tapping into Britain's high end home bakers, and could the movement get the category back in the black this year?

Themes to cover:

Premium baking: Across the pond, luxury chocolatier Godiva has joined forces with General Mills to create a high end baking mix range that includes Molten Lava Cakes and a Raspberry Chocolate Torte. How far behind is the UK premium baking market compared to the US, and what is pushing this trend for fancier home bakes forward?

Shopper behaviours: Shoppers are becoming less engaged with standard own label in home baking, opting instead for premium own label and branded products. Is this movement linked to the fewer trips being made in home baking over the past year? And which branded and retail lines are benefitting from home bakers trading up?

Flavour trends: Who were the main trend setters over the past year? Which NPD tapped into the demands of the modern day baker, and what are the emerging flavour trends in home baking?

Health concerns: With mounting pressure on manufacturers to cut down on sugar, calories and salt, how does the future of the category look? Are shoppers as concerned about healthier options as target-setting government bodies?

Savoury baking: This summer will see the launch of own label savoury cake, choux and scone mixes. Is the UK market ready for savoury cakes? And if so, how can brands and retailers get a slice of the action?

Innovations: We identify eight new products or product ranges that ideally have not appeared in The Grocer before including launch date, image and RSP.

Kantar data: Using Kantar commentary, we explain the reasons behind the rise and fall of certain sub-categories.