

The Grocer

Focus On: Rice and Noodles

Rob Brown (rob_j_a_brown@hotmail.com) and Natalie Brown (natalie_brown@live.co.uk)

Publishing: 10 August

Advertising deadline: 29 July

Submissions deadline: 22 July

The Story

Has the era of promotions come to an end? Not long ago, rice was doing self-promotion better than your average reality TV star. This year, things have taken a very different turn. The amount of spend on promotion has taken a tumble as brands pull back on volume-based activity. On the one hand it's good news for brands, who have long struggled to gain value amid such fierce price wars. But could this reduction in promotions also hit volume? Which areas are leading this decline in promotional spend? And what does it mean for rice and noodle shopping habits as a whole?

Main themes

Pouch rice: This has traditionally been the hottest area for promotions. So is it seeing the same dip in promotional activity? And how is this impacting on sales?

Brands: Which brands are leading the decline in promotional spend? How is it affecting them, and how does this fit with their strategy?

Own label: It's long been taking the lead in growth, even with brands staging competitive promotions. So how are sales faring in this new environment?

Flavoured noodles: Value and volume are up hugely this year. Why?

New flavours: To what extent is flavour innovation driving growth?

Sustainability efforts: What are rice and noodle brands doing to make themselves more environmentally friendly?

Instant snacks: There was a veritable feast of innovation in instant snacks last year. How are these brands faring and what effect are they having on the instant snack sector?

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

ShopperIntelligence boxout: Using Shopper Intelligence data, explain how consumers are shopping.

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

Nielsen data: Using Nielsen commentary, we explain the reasons behind the rise and fall of the top 10 brands.