

The Grocer

Focus On: Pasta and pasta sauces by Rob Brown (rob_j_a_brown@hotmail.com) and Natalie Brown (natalie_brown@live.co.uk)

Publishing: 2 November
Advertising deadline: 22 October
Submissions deadline: 15 October

The Story

Say hello to penny-saving penne and spendthrift spaghetti. Because pasta has emerged as the inflation-busting food of the year. As average food and drink prices edge upwards, pasta prices have done the opposite. From posh fresh pasta to your standard spaghetti, everything is getting cheaper. That's managed to boost volumes across the board – even in the long-suffering pasta sauce category. So as consumer confidence wilts, will pasta prove the (arguably much tastier) Spam of the modern era? What is leading this price decline? And can it continue?

Key Themes:

Fresh pasta: How is the decline in prices impacting on sales of fresh pasta, typically the pricier part of the category? Is it becoming more appealing to shoppers?

Dry pasta: Volumes are sky-rocketing as prices fall. As a food that was already reasonably priced, how long can this continue?

Commodity prices: To what extent are they affecting the decline in supermarket prices?

Own label: Retailer offerings are pushing through the price decline, and seeing a hefty boost to volumes as a result. What does this mean for brands?

Pasta sauces: Volumes are up across ambient and chilled sauces. To what extent is this down to declining prices? What other factors are at play?

4 x innovations: We identify four new products or product ranges that have not appeared in The Grocer before, including launch date, RSP and a picture of each.

Kantar data: Using Kantar data, we explain the factors behind the performance of the pasta and pasta sauces categories

Kantar data: Using Kantar data, we explain the factors behind the performance of the top 10 pasta brands