

The Grocer

Focus On: Easter and spring occasions by Daniel Selwood (Daniel.selwood@wrbm.com)

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The Story

Understated is overrated. So goes the mantra in Easter eggs, which are getting bolder, pricier and more decadent than ever before. Last year, creations such as a £20 Chocolate Teapot and a £25 Fabergé-inspired egg hit the shelves. And shoppers are lapping them up. According to Kantar, “larger, more expensive shell eggs” drove sales growth last year. So what showstoppers are planned for this year? Who looks set to win in the decadence stakes? And will shoppers still go for pricier eggs, considering consumer confidence has taken a downturn?

Key themes:

Retailers: What are the retailers doing to capitalise on this demand for larger, pricier Easter eggs? Who is at the forefront of innovation in this area? And what are the discounters planning as they increasingly make a play for the premium shopper?

Brands: Which brands are pushing the boat out this Easter? What are they planning? And to what extent is innovation a focus over old favourites?

Consumer behaviour: Last year, volumes of shell eggs were down. To what extent are consumers going for fewer eggs of better quality? And will that mindset continue this year?

Mini eggs/novelties: Large shell eggs may have all the headlines, but how are smaller eggs/novelties performing? What innovation has there been in this area? And how will sales be affected by an earlier Easter?

Timing: The timing of Easter is everything. And this year, it’s coming earlier. To what extent will that impact sales?

Sales performance: Using Kantar data, how have the different types of Easter products fared, and why?

Retail performance: Using Kantar data, how did the retailers perform last Easter and why?

The other Easter products: It’s not just about chocolate. Lamb and hot cross buns are also an integral part of the occasion. And there are plenty of other products marketing themselves around Easter such as cheese and booze. What’s going on with these areas of the market?

Online sales: To what extent are consumers turning to online for Easter gifts? Who is benefiting and what impact is that having on the market?

Innovations: We identify eight new products that have ideally not appeared in The Grocer before including launch date and RSP, and a picture of each.