

The Grocer

Focus On: Big Night In by Daniel Selwood (daniel.selwood@wrbm.com)

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The Story

During the Covid-19 lockdown, with bars and restaurants closed, the big night in is Brits' only opportunity to carouse. So, what food and drink products are they favouring? Which categories and brands are enjoying the biggest gains? How have more regular, smaller nights in changed people's food & drink choices? And – most significantly – how much are people trying for a 'big night out' feeling?

Key themes

Nights out: by how much are shoppers trying to replicate nights out? And how? Which products are they choosing? And how are suppliers giving them a taste of pub/restaurant meals? How much is this helping premiumise night in-friendly products?

Size: nights in have become more intimate affairs – comprising families, couples or even people on their own. How has this affected brands' range and the way they're marketed?

Booze: health advice against drinking alcohol during the pandemic hasn't stopped Brits putting away the booze. What types are they enjoying most? And why?

Ice cream, crisps, confectionery and pizza: they're the big night in food staples. How are brands winning places in people's living rooms? Which variants and flavours are winning out?

Other categories: which ones are enjoying lockdown nights in success – and how?

Takeaways: how has takeaway performed during lockdown? People have been ordering in erratic patterns; how so? It's led to concerns about food waste; why?

Sexcare: how has the category performed, sales-wise? Which sectors are doing best?

Kantar data: using Kantar commentary, we explain the reasons behind the rise and fall of the relevant food and drink categories

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