

The Grocer

Focus On: Crisps Nuts and Bagged Snacks by Vince Bamford

vjbamford@googlemail.com

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Feature #1

Savoury snacks are making a packet. According to Kantar, the savoury category has grown in value sales with its subcategories – savoury snacks, crisps, nuts and popcorn – in double-digit growth. This is hardly surprising given that Brits have been stuck at home for the past year, tearing through packets to get through long days and to wind down in the evenings. But what's in store for the category as the country peels itself off the sofa and ventures outdoors? Has the Netflix 'n Chill era gone or are there fresh opportunities for suppliers and retailers to bag more growth?

Key themes

Promotions

Temporary price reductions were up 15.9% with most premium brands focussing on promotion over volume deals. Who is nailing the lure of the special offer and will this consumer behaviour continue post-lockdown when on-the-go resumes? What about the government's proposed by of in-store HFSS promotions? Will consumers be slimming down and will sales follow suit?

Crisps

During the pandemic, shoppers have remained loyal to iconic brands but with the HFSS clampdown, will crisps be on the firing line or will healthier lines boom? And what will the impact be for suppliers?

Other snacks

Popcorn is back with sales up 10%. Which flavour profiles have been winning over Brits and how is this likely to play out this year with government health targets and with people on the move more? What opportunities are there for nuts?

Sharing pack formats

As shoppers relied on larger, value for money grocery trips during the pandemic, successful brands quickly adapted their formats with larger packs to drive down price per kilo. With on-the-go single pack formats and meal deals likely to pick up as lockdown eases, how will sharing formats retain their appeal?

Data: Using Kantar and Nielsen commentary, we explain the rise and fall of certain sub-categories.

4 x innovations: we will profile four new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.

Feature #2

Bags of health potential by Daniel Selwood (daniel.selwood@thegrocer.co.uk)

Are the chips down for potatoes? Fruit crisps, vegetables, nuts, pulses and grains are muscling their way into healthier and better for you bagged snacks. What ingredients are they using and why? How are disruptive are they in winning Brits over from traditional crisps and bagged snacks? What health claims are they touting and what marketing strategies are they using?

Key themes

Health benefits

What health claims are winning over consumers and how are suppliers and brands innovating in terms of ingredients, messaging and manufacturing?

Retail channels and positioning

What route to market outside of the mults are healthier brands taking and how has D2C boosted their profiles?

Investment

How are these brands positioning themselves to be an attractive proposition for the crowd?

Formats and packaging

How are health-focussed brands innovating in terms of packaging and formats to appeal to consumers?

4 x innovations: we will profile four new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.