

The Grocer

Focus On: Healthier Snacking by Jennie Milsom

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Last year Brits seesawed between healthy and indulgent snacks. When the country was locked down, healthier snacking fell by 11%. But when restrictions were lifted, Brits tipped towards healthier snacks. Now there's a growing wealth of snacking options that combine healthy with indulgence. Which brands are paving the way? And will 2021 shape up to be healthier than 2020?

Ingredients: Which 'indulgent' ingredients are finding their way into healthier snacks and why? With HFSS restrictions coming into force, will more indulgent healthier snacks be forced to rethink recipes? Will there still be a place for indulgence?

Retail channels: Shoppers have been getting their healthy snack fix from a variety of high-street stores, including TKMaxx, Holland & Barrett and Wilkos. How is the dynamic between the mults and smaller outlets set to evolve over the coming years?

Trends: According to Shopper Intelligence, a third of shoppers (34%) say that more 'new types/brands' is their top priority for improvement in the healthier biscuits/bars category. What trends in innovations are we seeing across the category and how are they tapping into consumers' needs?

Innovations: We will profile 4 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

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Rise and Shine: Shoppers are more likely to turn to healthier snacks in the morning compared with the evening, according to Kantar. Which morning snacks are Brits jumping out of bed for and how will this play out as workplaces reopen and on-the-go picks up?

Ingredients: Which ingredients are finding their way into healthier breakfast snacks? What kinds of health cues are appealing to consumers and how are brands marketing health messages?

Formats and pack sizes: According to Kantar, a carried-out snack is 66% more likely to be healthy than one eaten at home. How are suppliers gearing up for a return of healthy snacks on-the-go? Will multipacks and larger formats decline?

Fruit-based snacks: According to Kantar, the main health driver of Brits' snack choices is to get a portion of fruit or veg, with Brits eating more fruit at snack occasions (+16%). How are healthy snacking brands using fruit to tap into breakfast snacking occasions and which fruits are winning over Brits?

Fresh versus ambient snacks

As Brits venture out more, how will the dynamic play out across fresh and ambient breakfast snacks?

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