

The Grocer

Focus On: Home Baking by Niamh Leonard-Bedwell

n.leonard-bedwell@thegrocer.co.uk

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Brits have been going home baking mad this past year. Let's face it, many haven't had much else to do. Take home sales of home baking goods have surged 18.3% to £900.7m on volumes up 15.9%. So, what has everyone been baking? And what can manufacturers and retailers do to prevent a decline in sales as Britain gradually begins to reopen and life goes back to some kind of normal? Could mail order and subscription home baking kits help keep consumer interest alive?

Baking trends: Brits went bananas for banana bread at the start of lockdown. But there's only so much of that you can eat. So how have home baking trends evolved since then? And what are the key factors that influence what home bakers decide to rustle up? Does the Great British Bake Off still hold the same sway it once did? What about health trends and wider factors influencing the grocery market?

Home baking kits: The past year has seen an explosion in direct-to-consumer food & drink platforms; home baking is no different. See the growth in subscription home baking kit services such as BakedIn, BakerBoxx and LittleCrumbs. What's the past year been like for them? What exactly do they offer? And with the country slowly opening up, could this help keep people baking when they have less time on their hands?

Merchandising and retail channels: Another focus of this feature will how the merchandising of home baking products has evolved in the past year and how what retail channels have seen the most growth. How are retailers merchandising the fixture? What are retailers and their suppliers to attract shoppers online? We will use exclusive analysis from Shopper Intelligence to give insight on how consumers are shopping the category.

Innovation: A key focus of this feature will the latest trends in terms of product innovation. We will be profiling four interesting upcoming launches in a separate boxout – we require details about the product, its launch date, rfp and retail listings and high resolution (no less than 300dpi/1mb) product images.