

The Grocer

Focus On: Confectionery

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Feature one: How confectionery brands are gearing up for a new marketing landscape by Megan Tatum (wordsbymegantatum@gmail.com)

The marketing landscape is about to get a whole lot harder for confectionery brands. Under Boris Johnson's obesity clampdown, HFSS brands won't be able to advertise online or on TV before 9pm. Display promotions will become a thing of the past, too. So how are the confectionery powerhouses gearing up for this ban? How much of their portfolios will be hit and how much is in their control i.e. chocolate is almost impossible to reformulate? How confident do they feel in the category in the wake of the restrictions? What will they do with their marketing spend now that the traditional channels are no longer open to them, and what do they expect to happen to sales? Also, will there be an impact on formats e.g. impulse lines, which have done well in the past year, will no longer be sold by tills?

Dos and don'ts for confectioners: What will HFSS be allowed to do, and what won't they be allowed to do when the rules come in?

FDI/Nielsen IQ advertising data: Data on what confectioners spend on in-store promos/TV advertising/online advertising

TV: How much will the restrictions on TV advertising hit the confectionery sector? How much have they used TV before and how will brands respond?

Online: How much will the restrictions on online advertising hit the confectionery sector? How much have they used online before and how will brands respond?

Display: How much will the restrictions on in-store display advertising hit the confectionery sector? How much have they used TV before and how will brands respond?

Feature two: The new era of innovation in chocolate by Nick Hughes (nick@nickhugheswriting.com)

The confectionery market has been upping its game in innovation. Yet the HFSS crackdown may be about to curtail its enthusiastic approach. Even 'healthier' lines will be subject to the restrictions. It will arguably be difficult to justify investment in such lines when it is so tricky to market them. Indulgent lines will no longer be able to rely on TV, online and shelf promotions, either. Getting a new brand off the ground will undoubtedly be tricky. So how will this shape the industry's approach to innovation? Will small twists on well-known lines become more attractive, rather than entirely new brands? Will healthier efforts drop off? Or will manufacturers play to health cues anyway with the likes of dark chocolate and vegan lines? And what type of format will thrive e.g occasion-led chocolates have done well in the past year?

Innovations x 8: We identify eight new products or product ranges that have ideally not appeared in The Grocer before with product details, including launch date and rsp, and a hi-res picture.

Vegan chocolate: The vegan chocolate market continues to grow. How much is it worth now and which brands are leading the way?

Feature three: How sweets have survived the impulse decline by Rob Brown (rob_j_a_brown@hotmail.com)

The decline in the on-the-go category should have spelled bad news for sugar confectionery. Yet the market is up by 3.6% to be worth £900m. That's down to some particularly strong performances despite Covid restrictions. It seems sweets are no longer simply an impulse purchase – and an increasing amount of sugar confectionery is being bought online. So how has sugar confectionery managed to market itself as more than an impulse item? Who has done it most successfully? How have brands branched into e-commerce? And are there any changes to how they market themselves in the physical supermarket aisles, including changes in format?

Sugar-free confectionery: As HFSS restrictions loom, to what extent are manufacturers focusing their efforts on sugar-free lines that will dodge the clampdown?

Innovations x 4: We identify four new products or product ranges that have ideally not appeared in The Grocer before. Supply details, including launch date and rsp, and a hi-res picture.

Feature 4: Creative Challenge by Emma Weinbren (emma.weinbren@wrbm.com)

We challenge creative agencies to come up with an advertising campaign for a new indulgent confectionery brand that works within the upcoming HFSS restrictions. If you're interested in participating, please contact emma.weinbren@wrbm.com for a full brief.