

The Grocer

Focus On: Savoury pastries and meat snacks

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Savoury pasties and meat snacks have had a decent year. Value sales are up 6.5%, with volumes up 4.1%. Average price has even crept up from £1.61 to £1.65 per pack. But is consumer enthusiasm for the category going to hold up as health concerns loom larger? Will suppliers adapt their products to make healthier pies, sausage rolls and scotch eggs? And can plant-based alternatives to traditional fare make any difference?

Working from home: The pandemic seems to have shifted work permanently to people's homes, with many office jobs taking a hybrid form. More time at home means more time for elaborate meals, and less reason to grab another bland sandwich. So how can pasties and meat snacks tap into this change to lunchtimes? Will pies prove to be enticing centrepieces? And what role will snacking play?

Own label vs branded: Own label remains dominant in savoury pastries over branded, being 160% larger. Yet branded enjoyed greater growth in the past year with an 11.7% rise in value compared to 4.7%. What's prompting the greater excitement in branded pasties? And how will the balance change in the next year?

Pricing: The dynamics of the pandemic have had a mixed affect on savoury pastries. While promotions were cut early in the crisis to keep products on shelves, overall a higher share of spending has come through promotions. With lingering questions over supply chain shortages, can we expect the £1.65 average pack per price to hold?

Plant-based: Meat-free alternatives to the traditional Cornish pasty and sausage roll have taken off in the past few years. What new products can we expect to see in this category as suppliers cater to this new demand?

On-the-go: People's return to the outside world is good news for convenience stores and foodservice outlets alike. But what effect has lockdown had on our enthusiasm for freshly-baked sausage rolls? Are we all heading back to Greggs for another vegan sausage roll, or grabbing hot meat snacks from specialist fixtures in supermarkets?

Marketing: Marketers have found new ways to market meat snacks. Earlier this year Peperami refreshed its brand, with an extra emphasis on nutritional benefits. Is this the way forward for the category? And what else is being tried?

4x Innovations: Four new products or product ranges that have not appeared in The Grocer, including launch date, rsp, a hi-res images