

# The Grocer

## Focus On: Barbecue

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### *The Story*

The continuing rise of plant-based food seems undeniable – except when it comes to British barbecues. There were 3.2 million fewer barbie occasions without meat and fish in 2021. That’s the lowest level since 2016, bucking the overall trend for flesh-free dining. So, what’s going on at the UK’s outdoor grills? And what are brands and retailers doing to once again lure consumers away from pork sausages and beef burgers?

### Key themes

**Plant-based:** since 2019, the last ‘normal’, year, meat & fish-free barbecue occasions have fallen by 14.7%. What factors have driven this decline? What products and brands have been most overlooked? And how can they return to the front of shoppers’ minds come BBQ season? Who’s most likely to regain a place on summertime grills?

**Meat:** occasions featuring chicken, beef and the like were up in 2021 by almost 10 million compared to 2019. Burgers and sausages, predictably, were the most common centres.

**Fish:** its appearance at BBQs is way up on 2019 and has barely dipped since the sensational 2020 season? What’s its appeal? And which types are most popular?

**Summer outlook:** the 2020 barbie season was a smash as locked-down families revelled in great weather at home, while 2021 was a let-down by comparison in spite of a raft of huge sporting events. So, what’s the outlook for 2022 given the lack of sport and Covid restrictions, a likely return to holidaying overseas and more inflation across food and drink? How are brands and retailers preparing?

**Accompaniments:** Brits’ appetite for world flavours has only grown since the pandemic’s scratch-cooking boom, and tastes have broadened further beyond the traditional. So, what seasonings, spices, marinades and sauces are going to fly off the shelves this summer?

**Demographics:** the past two years have seen barbecues become increasingly adult occasions. What does a more mature demographic mean for average spend? And to what degree does it influence the likes of ranging and NPD?

**Non-food (4x80 words):** Aldi is selling its take on the Big Green Egg barbecue for £399.99 – 69% cheaper than the original. What other eye-catching non-food offers are retailers making?

**Innovations:** Profile of eight new products or ranges that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.