

The Grocer

Focus On: Lunchbox and Back to School

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Feature one: Exotic lunch

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Food brands have long campaigned against the dismal lunch sandwich, hoping that shoppers will trade up for something more interesting. And in the past year it appears that they have done so. Since adopting hybrid working, shoppers have become more likely to eat pizza, wet fish or East Asian food, according to Kantar. So why are shoppers switching to more exotic fare for lunch? Which types of food are best placed to prosper? And how will living costs affect what Brits are tucking into at lunchtime?

Hybrid working: Office-working Brits seem to have settled on a new mix between the commute and working from home. How is this affecting what they are eating at lunchtime?

Hospitality: How are the likes of Pret, Greggs and other popular lunchtime eateries affecting lunchtime grocery in the era of hybrid working?

Living costs: Rising living costs should be encouraging shoppers to trade down. Does this mean that shoppers are skimping at lunchtime? Or is the break from work still seen as a treat opportunity?

Post-Covid occasion data: Using Kantar data, we explain the performance of lunchtimes over the past two years.

Food type data: Using Kantar data, we track what kinds of foods Brits are eating in their lunches.

Meal deals and promotions: How have meal deals picked up since the great unlocking? And are they adapting to requirements for healthier fare?

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

Feature two: Vegetarian kids' lunches

By Vince Bamford vjbamford@googlemail.com

The kids these days are ditching meat. Or at least a portion of them are. A BBC Good Food survey from September found that a fifth of children are vegan or vegetarian – with many more wanting to be. It's therefore no surprise that vegetarian dishes are soaring in popularity for lunch, such occasions having more than tripled in the past year, according to Kantar. So what's driving this enthusiasm for meat-free diets? How are retailers and brands capitalising on it? And will plant-based options continue to grow in popularity as a lunch option for younger generations?

Health: The now-delayed HFSS rules have been specifically framed to stop junk food being advertised before 9pm on TV, and parents are increasingly keen to make their kids' meals healthier. So how is this trend continuing to play out at lunchtime?

Success stories: Pies, East Asian food and hot dogs have all grown ahead of the curve in the past year. Why are these foods succeeding ahead of others?

New brands: Challengers continue to emerge in the children's food market, often founded by parents who are unsatisfied with existing options. What are these new brands offering that incumbents can't? And how are the established suppliers responding?

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