

The Grocer

Focus On: Halloween

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For the first time in three years, 2022 will fully unleash the ghouls and ghosts of Halloween. Shoppers will be able to celebrate a frightful night without having to worry about the effects of the pandemic. So how will retailers make the most of the festival this year, especially after two years under restrictions? How will shoppers be celebrating under new-found freedoms? And how might rising living costs curtail the festivities?

Confectionery: Trick and treating could well see a return this year given reduced concerns about Covid. And with parties back, that's doubly good news for sales of confectionery. So how will suppliers be innovating this year, and what will retailers be doing to boost sales?

HFSS rules: On the other hand, this October will see new restrictions on where foods high in fat, sugar and salt can be promoted in store. So how will retailers adapt to these new rules for Halloween?

Pumpkins: Pumpkins have been used as loss leaders during Halloween. What role will they play in retailer strategies this year?

Decorations and costumes: In-person gatherings will give a renewed reason to dress up and decorate. So what will retailers be offering to allow shoppers to make the most of it?

Cost of living: Towards the end of the year the rise in living costs will be really biting. How is this likely to impact Halloween in grocery?

Demographics: Which groups are likely to be spending the most this Halloween? And how will it compare to 2021?

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