

The Grocer

Focus On: Cereal including on the go

By Matt Chittock matt.chittocknew@googlemail.com

Publishing: 21 January 2023
Advertising deadline: 9 January 2023
Submissions deadline: 31 December 2022

Tony the Tiger has much to be smug about. At a time when share is shifting to own label across food & drink, brands are outperforming in cereal. So how will the dynamic between branded and own label shift over the next year? What are brands doing to keep people loyal? What will retailers be doing to make their ranges appeal to cost conscious shoppers? And what combination of branding, pricing, merchandising, quality and innovation will encourage switching?

Retail ranges: How are retailers adjusting their ranging and tiering in stores given the straitened economic situation?

Branded strategy: What are brands doing to bring excitement to cereal and convince shoppers that they are good value for money?

Innovation: What innovations are brands and retailers using to tempt shoppers?

Promotions: Cereals have proven a flash point for the government's new rules on high sugar content, restricting HFSS products from aisle ends. What effect is this having on the category?

Convenience: Instant and portable cereal formats picked up after lockdowns ended. But how have they fared since, and how can retail maintain sales given the economic slump?

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