

The Grocer

The 12 Trends of Christmas
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This time last year, with inflation hitting 16%, research by The Grocer found that 44% of shoppers planned to cut back their spending on food and drink for Christmas – and ultimately consumer spending on festive food and drink was indeed curtailed by the by the growing cost of living crisis.

Twelve months later, while not in rude health, we find ourselves in a better overall position – with food inflation dropping continually over the last six months. So, with this in mind, will shoppers be open to spending more on celebrations than last year? What will be the big, emerging festive trends in grocery? What branded and own-label innovation will be seen on shelf across grocery over the Christmas period?

And what in The Grocer's view will be the 12 trends of Christmas?

- Best of Own-Label/Retailer launches/products
- Best of branded Christmas themed NPD, innovation, product extensions

The Grocer is looking for as much information as possible on Christmas-themed grocery products – i.e. food, drink, beauty, homeware – and welcomes views on emerging trends in retail for Christmas 2023

Please send relevant information, press releases and images to: Dene Mullen - Dene.Mullen@wrbm.com