

# The Grocer

**Focus On: Jams, spreads and honey by Rob Brown**

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**Submissions deadline:** 18 December 2023

Peanut butter and honey are defying the downward trend in grocery volumes. Sales of the former are up 5.4% on volumes up 0.6%; the latter is up 0.8% on volumes up 1.1%. Meanwhile, sales of jams and marmalades have surged by 12.7% on steep price rises; volumes have fallen 4.3% [NIQ 52 w/e 9 September 2023]. What's going on? What's fuelling peanut butter and honey's growth? Why is jam in decline? And can jam makers learn anything from their peers in peanut butter and honey?

**Cost inflation and shrinkflation:** To what extent have manufacturers been burned by cost increases? How have they dealt with them? Have they passed them on to consumers? Are they shrinking pack?

**Health:** To what extent have brands been playing the health card to attract shoppers? And do their health claims stack up?

**Own label v brands:** This feature will pay close attention to the dynamic between brands and own label in this category? Who's gaining share?

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