

The Grocer

Focus On: Easter & Spring

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Easter is becoming increasingly important for chocolate brands and the retailers that stock them. As chocolate unit sales dropped by 3.1% last year – amid soaring prices and HFSS restrictions – Easter was a welcome bright spot. Unit sales surged by 7.3% in the 12 weeks to the big weekend in 2024 [NIQ]. How come? Which brands cashed in the most? How did retailers approach merchandising in the new post-HFSS environment? And what's in store for Easter 2025?

Timing: Next year Easter Sunday falls on 20 April, the latest for more than five years. Of course, this prolongs the opportunity retailers have to sell Easter goodies. So how will supermarkets and their suppliers be looking to cash in? What kind of products stand to benefit the most?

Retail share: This feature will explore how different retailers are managing the category in terms of ranging, promotions and balancing brands and own label product assortments. Where are they placing Easter eggs and other seasonal goodies in stores?

Non-confectionery items: Of course, Easter isn't only about chocolate. It's also about products ranging from lamb roasts and home baking items to sweets and candy. So what are suppliers of these sorts of products doing to cash in this Easter?

Innovation: This feature will pay close attention to the latest trends in chocolate and confectionery and how this is playing out in terms of Easter product innovation. We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.