

# The Grocer

## Focus On Barbecue

Rob Brown (rob\_j\_a\_brown@hotmail.com)

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The barbecue season had a downturn last year, with sales of seasonal meat products for grilling outdoors, barbecues, matches and firelighters all taking a turn for the worse. In fact, there were 28% fewer barbecues in Britain, compared to the peak in 2020 [Kantar]. Look no further than last year's disappointing summer, the coolest since 2015 according to the Met Office, for a key reason for this. However, Kantar's analysis shows that, despite the downturn, more people fired up their barbies last year to enjoy time with friends and family last year, suggesting that barbecues are becoming more of a treat occasion. "Barbecuing could be seen as a way to 'spice up' a midweek meal without having to spend money on takeaways and convenience food options," says Kantar analyst Eleanor Johnson. So how can retailers cash in this year?

**Meat and meat-free products:** This feature will explore how Brits' choice of meat and non-meat products is changing at barbecues and how factors such as cost, health, and food trends are driving this choice. What will the retailers be launching for this year's barbecue season? And will any cuisines – such as Korean, Japanese, US, etc – dominate?

**Barbecue accompaniments:** Last year, research by the Grocer Vision found that 45% of Brits believe a barbie isn't a barbie without a good salad. So how are retailers approaching their barbecue accompaniment ranges (from bagged salads and baked goods through to sauces and condiments)? What's new for this year?

**Merchandising:** This feature will also pay close attention to how different retailers and brands are looking to maximise barbecue sales through in-store marketing and merchandising. How are featured space promotions, link deals and the like being used to drive growth?

**Innovation:** This feature will pay close attention to the latest trends in barbecuing and how this is playing out in terms of product innovation. We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. Please provide details of launch date, rrp, pack weight and stockists, as well as a high-res product shot.