

The Grocer

Focus On: Home Baking by Amy North (amy.north@thegrocer.co.uk)

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The Story

Sweet! Home baking has managed to cook up value growth, against a slight decline in volumes, thanks to higher average prices. But with the sales and price of basics (eggs, sugar and flour) falling, where is the growth coming from? How are retailers and brands adding value to the market? And who are the market's star performers?

Key Themes:

Bake Off: The Great British Bake Off is claimed to be the third biggest occasion in the home baking calendar (after Christmas and Easter). How are category players tapping into the occasion? And, how much success did brands and suppliers have at festive occasions throughout the year?

Snacking fruits: Sales of dried fruits are booming. What's driving the growth? Is an increased focus on health proving fruitful for brands and retailers? Is it just raisins and currants or are consumers becoming more adventurous with them?

Emerging trends: From 'healthy' baking to classic puds and even fancy bread, a number of trends are affecting the market. So, what's next? What else are people baking? What's big in home baking now and in the future?

Health: As the war on sugar rages, what effect are health trends having on the home baking sector? Are consumers baking less or just looking for healthier alternatives in the home baking aisles?

The discounters: In last year's Focus On Home Baking Aldi stated its intention to make the fixture a destination within its stores. So, has this been achieved? How are other retailers performing in the home baking category?

Price and promotions: This feature will investigate the role price and promotions are playing in this market and explore what impact the key trends are likely to have on this going forward.

Innovation: Key to this feature will be a discussion of the latest NPD in the market. The feature will explore the market trends that have inspired these innovations and weigh up which new launches are most likely to encourage new trends in the baked goods category. Four of the most interesting recent launches will be profiled in a separate box.

Box outs:

4 x innovations: We profile four new products or product ranges that have ideally not appeared in The Grocer before, including launch date and RSP.

Flavour sensations: Consumers are developing a taste for unusual flavours, with sour strands and lavender pastes among this year's launches. So, what's next? And what shapes are these taste sensations taking?

Speciality flours: From gluten free to spelt and rye, speciality flours are becoming increasingly popular. How are brands and retailers tapping into this trend?

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What impact has own-label had on branded players?
- What's next for the category?