

The Grocer

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

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The Story

Home baking has gone stale with shoppers browsing the aisle less often, and when they do, they're putting fewer products in their baskets. Will sales get a shot in the arm when Mary Berry and Paul Hollywood return to screens later in the summer? To what extent has the health debate impacted the market? And what other factors are at play here?

Key Themes

Ranging: Crucial to this story will be an analysis of how different retailers' ranges have evolved in the past year and what impact this has had on retailers' performances. Which brands have seen their ranges rationalised and who has benefitted? To what extent has the growth in own label been driven by the development of new products?

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?

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? We speak to as many players, large and small, to get a handle on what's big in home baking now and in the future.

Brands v own label: Brands are losing out to own label, according to our data, with branded sectors in decline. This, in turn, is driving down prices across the market as a whole. So what are brands doing to retaliate?

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?

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.

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?