

The Grocer

Focus On: Roast Dinners by Michelle Perrett (michelle_perrett@yahoo.co.uk)

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The Story

The decline of roast dinners, which has been ongoing for more than a decade, has deepened as Brits served up less roast dinners at home than the previous year. So, what is behind this downward trend? As consumers seek out more convenient options, is the roast dinner deemed too much of a hassle? What are retailers and suppliers doing to encourage us to eat more roast dinners?

Key themes (this list is not exhaustive; new angles will be investigated as they arise):

Meat: This feature will pay particular attention to how the popularity of certain kinds of roast meat is changing and why. It will affect how factors like price, availability and culinary trends are affecting our choice of meat for a Sunday roast.

Vegetables: This feature will also explore how our choice of veg when it comes to roast dinners is changing. Are spuds as popular as they used to be? Are we eating more carrots, broccoli or cauliflower in a roast dinner than before? How are new culinary trends that are driving growth in sweet potatoes, squash etc, changing what we serve up with our meat?

Innovation: Key to this feature will be a discussion of the latest NPD on the market, from anyone aiming for the roast dinner market (meat, veg, gravy, sauce, stuffing, etc) . 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 category. Four of the most interesting recent launches will be profiled in a separate box.

Convenience: This feature will explore in detail how the rise in convenient roast dinner products are changing consumption trends in this market, from frozen roast spuds and mash potato and Yorkshire puddings to ready meals and even tinned brussels sprouts.

Box-outs

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

Christmas: Roast turkey dinners are down. Does this decline mean Brits are moving away from the traditional turkey Christmas dinner? If so, what are they replacing it with?

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