

The Grocer

Focus On: Hot Desserts by Jennifer Whitehead (jennifer.whitehead@gmail.com)

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The Story

Puddings, pies, tarts and sponge puds are having something of a renaissance, with Brits paying increasing amounts for a quality pud. So which retailers are behind own label's resurgence in hot puddings & desserts? What is their strategy? Who's being left behind? And how are brands looking to win sales and shelf space back from own label?

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

Brand vs own label: Our research shows that own label is driving the growth so why are own label sales rising? This feature will explore in detail retailers' strategies in the category, looking at NPD, price, promotions and ranges. It will also investigate which brands are bucking this trend.

Dine in deals and other promotions: Another key angle will be how dine in deals (such as a three course meal for £10, etc) is driving growth in the hot puddings & desserts category.

Macro trends: This feature will explore the trends affecting the hot desserts market. This should include how the health debate is affecting the category as well as the economic outlook.

The retail mix: How do different retailers' product and price range differ? Which brands are enjoying the most growth and in which retailers? How are different retailers merchandising the category and which are in growth and decline?

Price/promotions: This feature will investigate the role price and promotions are playing in this market. Which retailers and brands have seen the most significant changes in price? Why? Are shoppers being encouraged to trade up?

Innovation: Key to this feature will be a discussion of the latest NPD on 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 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?