

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2021

HOME BAKING

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 8th March**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

Home baking has been a hit with consumers over the last year, as we've all adapted to life lived indoors. While lockdown restrictions should hopefully come to an end soon, many consumers may look to continue with the new baking skills they've acquired since last March. In this feature we'll look at how Scotland's convenience retailers can make the most of demand for home baking products. We would welcome comments on the following:

- How would you assess the performance of home baking SKUs in Scottish c-stores at present? How do c-stores compare with other channels and is there anything they could learn from the multiples? What are the key trends retailers should be aware of? Where are the areas of growth and what do you believe is driving success in the category?
- How has the Covid-19 pandemic affected home baking category trends? Do you think these changes in consumer behaviour will continue once restrictions are eased?
- How can retailers use their home baking range to generate link sales/boost overall basket spend?
- What are the 'must stocks' of a home baking range. For retailers with limited space, what essentials must be covered? How important are recognisable brands to home baking success?

- What merchandising advice can you offer for retailers looking to boost home baking performance in their store?
- Do you have any NPD or campaigns you would like to shout about?