

SCOTTISH GROCER FEATURE SYNOPSIS

November 2021

Home Baking

Editorial contact for this feature is

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission, Friday 1st October

- *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 certainly been on the rise lately, whether you're looking to bake your first loaf or to bring a showstopper to the dinner table. In this feature we will be looking at how the home baking category has evolved in convenience stores and how retailers can cater to consumers looking to try out some bakes for the festive season. We would welcome comments on the following:

- How would you assess the performance of home baking in convenience at the moment? Where are the areas of growth? What are the key trends that retailers need to be aware of?
- What kind of consumers are purchasing home baking products? How has this changed compared to previous years? Has this changed due to the easing of lockdown restrictions?
- Is there an expectation to see an increase in sales over the festive period? How do you plan to appeal to consumers to help drive these sales? Is there any advice you have for retailers?
- What pack sizes/formats are performing well in convenience at the moment? How have you altered your range to reflect contemporary trends? Are there any pieces of innovation in pack format that retailers should look out for?
- Do you have any NPD/campaigns you would like to shout about?