

SCOTTISH GROCER FEATURE SYNOPSIS

April 2022

Home Baking

Editorial contact for this feature is

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Deadline for editorial submission, Friday 25th February

- *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 was a hit under lockdown restrictions, as many furlough led to kneading dough for some. However, with Covid restrictions easing, in this feature we'll look at how retailers can retain any gains they made during the pandemic and as how stores can generate excitement around their home baking range. 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 home baking category been affected by the easing of lockdown restrictions? Have consumers kept up the baking habits they may have picked up under lockdown? What can local retailers do to ensure they continue to be a home baking destination now that consumers are moving around more?
- How can retailers use their home baking range to generate link sales/boost average basket spend? What promotions/multibuys work well with home baking products? How can retailers generate excitement around these deals (recipe cards? Baking competitions? Social media activity? Seasonal events?)
- What pack formats perform well within the convenience channel?
- What ranging advice can you offer convenience retailers looking to introduce/revamp a home baking range?
- Do you have any NPD or campaigns you would like to shout about?