

SCOTTISH GROCER FEATURE SYNOPSIS

November 2022

Home Baking

Editorial contact for this feature is

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Deadline for editorial submission: Friday 30th September

- *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.*

In this feature we will be looking at how the home baking category has evolved in the convenience channel and ask how retailers ensure they've got a range that's right for their customer base. We would welcome comments on the following:

- How would you assess the performance of home baking in the convenience channel at the moment? Where are the areas for growth here? What are the key trends that retailers need to be aware of?
- What kind of consumers are purchasing home baking products? Has this changed much in the wake of the pandemic? Has hybrid working conditions seen more consumers pick up the hobby? Is there room here to appeal to this demographic?
- In your opinion, do you expect to see an increase in sales of home baking goods over the festive period? How do you plan to appeal to consumers looking to try home baking this Christmas? Do you have any tips for retailers here?
- Do you expect the cost-of-living crisis will impact on home baking category sales in the months ahead? If so, in what way and how can retailers ensure they're making the right changes in store to meet demand?
- What pack sizes are performing well in convenience at the moment? How have you altered your range to fit more contemporary trends? Are there any pieces of innovation in pack formats that retailers should look out for?
- Do you have any NPD or campaigns you would like to shout about?