

SCOTTISH GROCER FEATURE SYNOPSIS

November 2023

Home baking

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 27th 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.*

Winter usually brings a new enthusiasm for consumers to turn their hand to some home baking. Whether that's down to the return of Bake Off or excitement for the festive period, retailers could see an uptick in sales from the category. In this feature, we will look at how c-store retailers can grab a slice of this opportunity and ensure their sections can rise to the challenge. 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? 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 following the pandemic? Has hybrid working seen more consumers pick up the hobby? Is there room to appeal to this demographic over home baking?
- 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?
- How can retailers make use of the return of TV shows such as The Great British Bake Off to drive up excitement in stores and in turn generate extra sales?
- 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?