

SCOTTISH GROCER FEATURE SYNOPSIS

September 2025

The Great Scottish Bake Off

Editorial contacts for this feature are:

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Deadline for editorial submission Monday 28th July

- *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.*

On your marks, get set, bake! Whether it's a want to indulge in some pre-prepared cakes in store or for those who want to earn the title of star baker, everyone with a sweet tooth has a favourite in the bakery category. In this feature, we will look at what the essentials are to stock up on in the home baking category and what treats should be prioritised on the shelves in the bakery section. We would welcome comments on the following:

Home baking

- Is there still a great deal of demand for home baking options across stores? How does this perform in the Scottish channel overall? What are the key trends and how can retailers capitalise on them? Where are the areas for growth?
- To what degree has financial concerns impacted on this? Do consumers see home baking as a cheaper alternative to buying pre-made options? How can retailers market this section in store to showcase some money-saving opportunities?
- What ingredients should retailers be thinking about when it comes to this section? Should they appeal to more sweet options with sugar, chocolate chips or cocoa powder etc? Do avid bakers look to more savoury options and should retailers look to options like strong bread flours or yeast packets?
- Do you have any NPD or campaigns you would like to shout out?

Pre-baked treats

- How would you assess the performance of in-store bakery options in the Scottish convenience channel at the moment? What are the key trends and how can retailers capitalise on them? Where are the areas for growth?

- What kind of bakery items should retailers be focusing on? More indulgent cakes and biscuits or should they be looking at some premium bread options such as artisan loaves or more savoury bakes?
- What would you consider to be the essential must-stocks for retailers?
- What bakery solutions do you offer to retailers who might be limited on space in stores?
- Do you have any NPD or campaigns you would like to shout out?