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The Grocer Guide to...

The Grocer

Christmas



Analysis

Indulgence and celebration



With the first 'normal' Christmas since 2019, consumers will be looking to indulge and celebrate as never before as family and friends gather together once again. And suppliers are ramping up their activity to comply with those wishes

Christmas is coming and the goose, this year, is getting fatter than ever, by all accounts. Despite the ravages of the UK economy, consumers are getting ready to party after experiencing more than a year of restrictions and lockdowns.

Indulgence, sharing and treating are all buzzwords on the lips of suppliers as the festive season approaches and many companies are optimistic that this year will be a very different story to Christmas 2020, when the rigours of lockdown hit home on certain occasions and opportunities.

"Naturally, lockdown restrictions drove declines in some categories and formats [for Christmas 2020], particularly in the final three weeks

before Christmas¹," says Mars Wrigley UK senior brand manager, seasons & gifting Alison Berry. "For example, self-eat treats softened, due to lockdown impacting out-of-home occasions, and tub sales declined across the category as larger sharing events were called off¹.

"What we did see, however, was a shift towards mainstream special boxed, such as Galaxy Truffles, which was the only boxed segment in growth across the category¹. Christmas treats in small sharing packs, such as Maltesers Mini Reindeer, also saw growth¹, as consumers continued to share treats with loved ones, but in much smaller groups than previous years."

Despite these changes in consumer demand and buying habits, Mars

Wrigley took away one key learning curve, says Berry. "Confectionery remains a staple during the holiday season and we've seen it play an increasingly important role in providing little moments of joy and pleasure for consumers across the world in recent times."

The nation celebrated and shopped for Christmas very differently in 2020, agrees KP Snacks group sales director Andy Riddle. He reckons sales in December last year grew 18% compared to an average month², with online purchasing contributing to 50% of value growth for the crisps, snacks and nuts (CSN) sector in Christmas 2020 for the first time³.

And he believes that these shopper



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behaviours are set to continue this year, “with 70% of adults who have adopted new food buying habits saying they intend to stick with these post-pandemic”, he adds. “Over the course of the festive season, shoppers gravitated towards brands they can trust, “with 70% of consumers continuing to buy favourite brands”.

Meanwhile, Susan Nash, trade communications manager at Mondelez International agrees that last year’s Christmas proves brands are incredibly important in providing reassurance of quality and trust, as families still look forward to celebrating and embracing the festive season, even during uncertain times. Despite the challenge of last year, Mondelez

International remained the number one confectionery supplier at Christmas in 2020⁵, she notes, achieved through “a wide innovative portfolio tapping into a range of shopper needs”.

In the cheese sector, “indulgence drove even more value into the market last Christmas, ahead of volume”⁶, says Celina Leroyer, senior brand manager for Boursin at Bel UK. “Consumers still made sure to indulge over the festive period, highlighting the importance of food and drink in the celebration ritual, even when the usual activities were limited,” she says. Boursin enjoyed a successful Christmas, growing ahead of the category (+18% vs +11%⁷), driven through its Garlic & Herb base sales alongside distribution gains and new

listings for the brand’s Christmas limited editions.

In the bakery aisles, St Pierre Groupe introduced its first Baker Street Christmas range last year, reveals commercial director Chris McLaughlin, speaking on behalf of the Baker Street brand. The company developed a range based on traditional German treat Stollen, with loaves and bites designed to target sharing or snacking, following research which showed that almost 50% of customers buy Stollen over the Christmas period⁸. “The branded offering surpassed sales of £1.4m,” says McLaughlin. This, he says, proves that, regardless of lockdowns, Christmas offers an opportunity for indulgence.

Savoury pastry growth, however, was

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“heavily impacted” by the December lockdown, staying flat in the month’s four weeks (+0.4% year-on-year)⁹, reveals Higgidy CEO Rachel Kelley. “Rolls and cocktail sausages saw the largest losses at -6.9% and -17% respectively⁹. However, meal centres, such as hot pies experienced growth of 9.6% YoY as more families enjoyed sit-down meals together, she says. That said, consumers did choose to trade up and treat themselves with more indulgent, high-quality products and meals, reflected in premium savoury pastry sales which saw a value increase of 16.9%⁹, she adds.

At-home life

With consumers staying at home for much of December 2020, a focus on food and self-treating was evident, with a greater interest generated in home cooking and baking as a result.

“Lockdown reignited a passion for food for many across the country (29%¹⁰),” says Baker Street’s McLaughlin, with 24%¹⁰ admitting that food is more fun now and 38%¹⁰ feeling more confident in the kitchen as a result.” He says research showed 43%¹⁰ of the UK’s home cooks were “genuinely looking forward to cooking over Christmas” last year and believes this trend will still be in play for Christmas 2021. “However, what we also saw last year was that 24%¹⁰ of UK households were putting more pressure than ever on a ‘perfect’ Christmas after so long in lockdown – and it’s likely, having spent a large portion of 2021 in lockdown, consumers will still be applying the same pressure to their festive menus.”

Higgidy’s Kelley notes that, with 33% of people saying they cooked more from scratch in 2020¹¹ compared to before the Covid-19 outbreak, the trend is set to continue as consumers “attempt to economise and adapt their budgets”.

“However, most people won’t want to spend all of their new-found free time cooking, so there will be strong demand for products that provide a quick and easy meal solution, while also being high in quality and full of flavour,” she adds, which Higgidy’s savoury pastry range taps into. Also, the company is meeting the increasing vegan and vegetarian demand, with over 70% of its range now catering to those sectors. It has even taken the



decision to make its limited-edition Christmas range 100% veggie this year.

“2020 saw households developing new snacking rituals with an increase in the baking occasion¹²,” says Mondelez International’s Nash. “Cadbury is tapping into this with the launch of Cadbury Dairy Milk Chocolate House, a build-it-yourself kit, containing Cadbury White Buttons, Dairy Milk Gingerbread, Dairy Milk Winter Wonderland, Dairy Milk Tablets and Cadbury Flake.”

Mars Wrigley UK’s Berry points to the company’s Galaxy Truffles and Malteser Truffles to suit kitchen creations, as 30% are cooking or baking more than they did before lockdown.

Sweet news for Christmas 2021

As Terry’s Chocolate Orange has proven for many decades since it was first developed in 1932 at the Chocolate Works factory in York, England, the pairing of chocolate and orange continue to delight families, with orange once again flavour of the festive season in recent times.

“Orange continues to be one of the fastest-growing flavours of the year¹³,” says Mondelez International trade communications manager Susan Nash. To tap into this, the company is introducing a new limited-edition product, Cadbury Dairy Milk Winter Orange, containing orange nugget inclusions. This, she says, comes with an impactful winter-themed design for strong standout on-shelf and is a good size for a stocking filler. Meanwhile, Cadbury Twirl Orange has become the company’s biggest-selling single bar since its launch in 2019.

Mars Wrigley UK’s Berry says the company “knows that orange is one of the most popular flavours in confectionery, growing a whopping 20% in the past two years”, says Alison Berry, senior brand manager, seasons & gifting. While it has introduced a “zesty refresh” to Galaxy over the past year, with Orange Block and Orange Truffles, this year, it is introducing Maltesers Orange Buttons, just launched in August. “Consumers have already snapped up over 180 million



Adding colour to merchandising

Higgidy has “really ramped up” its trade media activity across all retailers this year to make the most of Christmas 2021, says Kelley. The company will be running its digitally-led ‘Made for Good Times’ marketing campaign, which it hopes will also involve sampling. “Social media will play a key role in this year’s campaign with targeted social media advertising and yule-themed giveaways with partner brands,” she says, adding. “There will also be lots of fun and surprises along the way.”

KP Snacks is

supporting Tyrrells’ “success at Christmas” with a £1m media investment in Q4 and themed festive packs to drive awareness and standout.

For Bel UK, a strong promotional strategy starts building in November, which Boursin senior brand manager Celina Leroyer explains is “important for categories such as speciality cheese”, where many consumers only shop the category during December.

“However, balancing this with value-added marketing to drive long-term equity and

growth is crucial, particularly with indulgent products where consumers are willing to pay more,” she adds. A multimedia campaign for Boursin, including TV advertising is set to maximise brand visibility during the festive period “and cement Boursin’s role as a category signpost” while “an array of activations will aim to drive preference both in-store and online”.

For the Baker Street brand, meanwhile, St Pierre Groupe commercial director Chris McLaughlin says the expanded Stollen range will be

supported in Q4 with in-store promotions, branded shippers to offer standout and disruption of the shopper mission, as well as a dedicated social media campaign and consumer-facing PR activity. “Throughout the season, all Baker Street brand touchpoints will adopt a Christmas market-themed creative to assist in building brand awareness for the range. With plans to extend the Baker Street offering again next year, all marketing activity is developed with this in mind,” he concludes.

Maltesers treats every single year and are sure to give their approval for the new citrus-infused brand,” she says.

Orange Truffles are the latest addition to Nestlé’s sharing boxed chocolates brand Quality Street Intrigue. However, the company has also focused on mint flavours via its newly launched After Eight Mojito & Mint and Aero Bliss Peppermint options.

Acknowledging the rising trend in orange-flavoured chocolate, KP Snacks has expanded its Butterkist range with the launch of a new Crunchy Orange Chocolate flavour toffee popcorn, aimed at bridging the gap between popcorn and chocolate confectionery, reveals Riddle.

Baker Street’s McLaughlin also gives a nod to the “perennially popular” chocolate orange flavour, which he describes as a “winning combination”. As such, Baker Street is introducing Chocolate Orange Cake Truffles to its line-up, providing opportunities in both the gifting and snacking sectors.

However, he also points out that a lack of overseas travel has left Brits

“yearning for foreign flavours, with travel restrictions leaving palates longing for exploration, too. In fact, 41%¹⁴ admitted they have been more willing to taste new food this past year.” Following on from its introduction of Stollen last year, the company is looking to cater to those more exploratory palates, introducing Apple Stollen Bites and Stollen Cookies for Christmas 2021.

Savoury news for Christmas 2021

Yet, Christmas is not just about the sweet treats on offer. Savoury indulgences also figure strongly in consumers’ festive repertoires, with, salted snacks, cheese and vegetarian options increasing their popularity.

Consulting its 6,000-strong Food for Thought consumer panel, Higgidy found that members wanted to see more cheese, particularly blue cheese and brie, in its festive recipes in future, as well as more chestnut as a key flavour. So, it has incorporated these ingredients into its limited-edition winter recipes this year. These include

its Cheeseboard & Fig Chutney Quiche (with cheddar, Tuxford & Tebbutt Stilton and brie) and its Very Merry Veggie Pie, featuring seeded spelt shortcrust pastry containing winter root veg in a crème fraîche and white wine sauce, plus a layer of braised red cabbage, and a Brussels sprout, kale and chestnut crumb topping.

Sussex-based Higgidy also puts the emphasis on local provenance as much as possible, with the sweet potato in its Very Merry Veggie Pie coming from West Sussex supplier Barfoots and the fig chutney in its quiche from another local firm, BD Foods in East Sussex.

At Bel UK, Boursin collaborated with Masterchef finalist Giovanna Ryan last year to create “the ultimate festive vertical cheeseboard”, including sweet and savoury pairings such as orange and fig to complement the “bold and punchy” flavours of Boursin. This year, its three-flavour limited-edition pack offers a new line-up for Christmas 2021, featuring Garlic & Herbs, Roasted Onion and Shallot & Chive flavours.

In addition, the company says it is

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catering to the 36%¹⁵ of British shoppers claiming to be following, or interested in, a flexitarian diet (and 22%¹⁵ saying the same for a vegan diet), with its Nurishh Plant-Based Alternative to Camembert, which saw a soft launch in Sainsbury's last Christmas and is now being extended with two further products rolling out nationwide – Nurishh Mozzarella Style Block and Nurishh Cheddar & Mozzarella Style Blend Grated.

KP Snacks' Riddle believes the company's Krunch Mix, a combination of peanuts, mini crunchy corn snacks and coated peanuts, launched in April, "is set to be a popular option this Christmas". The product, in sour cream & chive or Texas BBQ flavours, comes in 105g sharing packs.

Purchase motivations 2021

The renewed opportunity to bring family and friends together again will be key to consumer purchasing motivation during this year's festive season, agree suppliers.

"As many festive celebrations centre around eating and drinking, food products catering to indulgence and excitement are sure to perform well, as consumers look to treat themselves and their guests and trade up in order to do so," says Bel UK's Leroyer.

"We'll see a real mix of purchase motivations this year," believes Baker Street's McLaughlin. "Shoppers reunited with friends and family from further afield will be keen to impress with their at-home menu and reunion gifts, while shoppers who, last year, bought treats to reward themselves after a tough year, will look for indulgent snacks once again.

"Consumers have become more exploratory in their tastes over the past 18 months... seeking new culinary adventure, so products that offer something new will be popular."

Baker Street's in-house research has highlighted the attributes shoppers look for in food and drink gifts, he adds. The top three selling points are quality (65%), authenticity (41%) and attractive packaging (39%).

"The shopper tendency to trade up into more premium products is prevalent at Christmas," says Mondelez's Nash. "Large sharing packs and gifting products – such as tubes, tubs, selection boxes and



kids gifting ranges – are a key part of every store's range during December and offer incremental opportunity as consumers look for special gifts for friends, family, work colleagues and teachers. This is particularly important in 2021, as shoppers will look to return to traditional Christmas rituals, like nights in with family and friends, secret Santa presents and Christmas parties."

Products Mondelez is bringing to the table to meet these needs include its Cadbury Advent calendars, including one which allows consumers to build and decorate their own pop-out Christmas tree. Alongside this will be the new Cadbury Dairy Milk Winter Orange and Oreo Festive Favourites, as well as the return, for the first time in 20 years, of its Cadbury Puds range, last on sale in 2003, she says.

Sharing is where the focus for KP Snacks lies when considering the festive season, says Riddle. One major focus for the brand will be its KP Nuts selections, with Original Salted, Dry Roasted and Honey Roasted versions

offered in large sharing packs and KP Caddies. "The nuts segment sees immense growth during the festive season," he adds. "In 2020, there were 98.4m sales of nuts in Q4 and a 60% increase in people purchasing nuts in the month of December¹⁶. Shoppers buying KP Nuts increased by 125% in December 2020¹⁷.

Whatever the motivation, consumers will be looking to celebrate with loved ones this Christmas – and it's clear that suppliers are getting ready to help them do just that.

Sources

- ¹ Nielsen Scantrack, Value sales, 21 w/e 26.12.20
- ² Kantar, FMCG Panel, Total Grocery, 4 weeks to 27.12.20
- ³ Kantar Worldpanel, 12 w/e 27.12.20
- ⁴ Kantar Usage, Thoughtworks 2020
- ⁵ Nielsen, Value Sales, w/e 26.12.20
- ⁶ IRI Grocery Outlets, Indulgence Cheese, 4 w/e 09.01.21
- ⁷ IRI Grocery Outlets, Value and Unit sales, 4 w/e 09.01.21
- ⁸ St Pierre Groupe market research, February 2020
- ⁹ IRI, Savoury Pastry, Value Performance, 4 w/e 27.12.20
- ¹⁰ St Pierre Groupe research, December 2020, 2,000 UK consumers surveyed via Censuswide
- ¹¹ Mintel, Attitudes towards cooking in the home, Dec 2020
- ¹² Mavens & Kantar, Preparing & Celebrating Christmas in times of Covid, December 2020
- ¹³ Nielsen, Value Sales w/e 26.12.20
- ¹⁴ (see 10)
- ¹⁵ IGD ShopperVista, 15-16.09.20, Base: 2005 GB grocery shoppers
- ¹⁶ Nielsen, w/e 26.12.20
- ¹⁷ Kantar, 4 w/e 27.12.20

Higgidy

Indulgent veggie fare for celebrations

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KEY BRANDS

Cheeseboard & Fig Chutney Quiche, with a Brussels sprout and chestnut crumb
Very Merry Veggie Pie, with braised red cabbage
Brie & Cranberry Veggie Rolls

Source

¹ IRI, Higgidy products, Total market, 4 w/e 27.12.20

↘ Last year, Higgidy's festive range boasted an impressive growth of 66.9% year-on-year (YoY), delivering 21% of total growth for the brand¹. As more people than ever buy into the savoury pastry category, Higgidy has seen its turnover jump from £26m to £30m (+18.5%) in the past year.

For winter 2021, the veggie-led savoury pastry brand has used feedback from its Food for Thought Club of 6,000 consumers to develop flavours and formats that it knows work well, while making changes sought by shoppers.

"After months in the kitchen, we have developed some extra-special, limited-edition recipes made for sharing this Christmas," reveals Higgidy CEO Rachel Kelley. "Whether it's our Cheeseboard & Fig Chutney Quiche, our Very Merry Veggie Pie or our Brie & Cranberry Veggie Rolls, this new range is festive and crammed with seasonal veggies."

Higgidy's entire winter portfolio is made up of vegetarian products,



“We have developed extra-special limited-edition recipes for sharing this Christmas”

following consumer research showing shoppers are increasingly looking for indulgent vegetarian options.

Higgidy forecasts that sharing will be a big focus this Christmas, as families and friends are able to meet up again. "Our Christmas quiche and rolls are perfect for seasonal gatherings and our pie provides a great veggie option for the Christmas dinner table," notes Kelley. "The range is made for good times offering indulgent recipes, full of top-notch ingredients."



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Bel UK

Inspiring cheese indulgence

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Boursin
Babybel
Leerdammer
Port Salut
The Laughing Cow
Nurishh

“A must-stock brand that will attract incremental, as well as loyal customers to the cheese fixture through the festive period and beyond, Boursin is the No.1 indulgence cheese brand all year round¹, with particularly strong affinity with the cheeseboard occasion at Christmas,” says Boursin senior brand manager Celina Leroyer.

“Retaining its position as the No.1 indulgence cheese brand in both value and volume during the festive period with another year of double-digit growth², Boursin enjoyed an incredibly successful Christmas, growing ahead of the category (+18% vs. category +11%³) and maintaining its position of No.1 in ‘top of mind’ awareness⁴,” she notes.

“Adding a genuine point of difference to any Christmas gathering or celebration, with its creamy, crumbly texture, and unique intense taste, the versatile Boursin portfolio drove sales success last Christmas, growing base sales through the ever-popular Garlic & Herb 150g, plus distribution gains and new listings of the brand’s popular Christmas limited editions.”

Inspire sales success with Boursin

As the must-have, irresistible cheese at Christmas, Boursin is showing its commitment to both the brand and the wider category with strong investment in media during the festive period, says Leroyer. “Reflective of this, Christmas 2021 will see Boursin further cement its role as a category signpost and beacon brand, maximising brand visibility with heavy investment in an impactful multimedia campaign,” she reveals. “Including TV advertising, social



“The No. 1 indulgence cheese brand² and the only branded innovation in the indulgence cheese sector for Christmas 2020⁵, Boursin continues to animate the category, creating excitement for shoppers”

media, and influencer partnerships, the campaign reflects the brand’s ‘Boursin Inspires, You Create’ messaging, demonstrating Boursin’s indulgence and versatility, going beyond the cheeseboard occasion by inspiring consumers to create festive recipes using Boursin.

“In addition, strong in-store and online shopper marketing investment is being put behind the brand, driving maximum visibility for Boursin and the wider category at point of purchase.”

New flavours for the festive season

As the only branded innovation within the indulgence cheese sector last Christmas⁵, Boursin continues to animate the category, creating excitement for shoppers. “Boursin will continue this innovation drive, with the Boursin 3-Flavour Limited Edition 240g pack back this year by popular demand, with a delicious new flavour line-up for 2021, consisting of Garlic & Herbs, Roasted Onion, and Shallot & Chive flavours,” adds Leroyer.

“Helping retailers unlock special sharing occasions throughout the key sales period, the iconic Boursin brand caters to the season’s multiple social sharing occasions, as consumers indulge with family and friends.”



Source

¹ IRI Grocery Multiples, Value Sales, 52 w/e 29.05.21
^{2,3} IRI Grocery Outlets, Value and Unit Sales, 4 w/e 09.01.21
⁴ IPSOS, BHT Wave 3 2020 vs YA
⁵ Indulgence Cheese, 4 w/e 27.12.20 vs YA

Voilà!



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* IRI, Total UK, Indulgence Cheese Brands, Value, 4 w/e 2nd Jan 2021

KP Snacks

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popchips
Tyrrells
Skips
POM-BEAR
Penn State
Nik Naks
Wheat Crunchies
Space Raiders
Discos
Frisps
Roysters

➔ Christmas 2021 is set to be a significant national celebration with family and friends looking forward to reuniting. Sixty per cent of consumers say they are most looking forward to celebrating with friends and family¹, 50% of consumers say snacks are a must-have for an evening in and 56% of consumers reveal they like to have savoury snacks with an alcoholic drink².

Andy Riddle, group sales director at KP Snacks, says: "We're hoping to be able to enjoy more Christmas social occasions this year, with even more opportunities for snacking. At KP Snacks we are proud of our brands and range, with something for everyone on Christmas occasions, including large family celebrations and entertaining friends."

KP Snacks is uniquely placed to drive retail sales, with brands that appeal to all shoppers and demographics, he says, including premium snacks such as Tyrrells, family favourites such as Butterkist and Penn State, and healthy alternatives like popchips. Last year, KP Snacks had a very strong Christmas performance, which accelerated in December, delivering 26% overall growth, with key sharing brands – Tyrrells, KP and Butterkist – performing particularly well, he notes.

"At Christmas we see a 74% increase in packs bought versus the rest of the year, with CSN the second most popular category for premium purchases at Christmas, second only to chocolate³. Twenty-six per cent of shoppers are willing to spend more on higher-quality CSN products during Christmas⁴.

"Our brands add something a little bit more special to sharing occasions. Tyrrells' 150g sharing packs are a great treat for these celebrations, offering classic and tasty flavours including Mature Cheddar & Chive, Sea Salt & Cider Vinegar, and Lightly Sea Salted. Tyrrells crisps pair exquisitely with a variety of wines, while KP Nuts are the perfect match for a cold beer."

Worth £78.8m and growing in value, up 15%⁵, KP Nuts is the driving force of the nut segment with its flavour-filled products, says Riddle. Popular KP Nuts flavours – Original Salted and Dry Roasted and Honey Roasted Peanuts – will be



“Sixty per cent of consumers say they are most looking forward to celebrating¹ with friends and family this Christmas, with 50%² saying snacks are a must-have for an evening in”

available in large sharing packs and KP Caddies, suitable for social gatherings during the festive period. "In 2020, there were 98.4m sales of nuts in Q4 and a 60% increase in people purchasing nuts in the month of December⁶. Our Nut Caddies are also fully recyclable, including the lid, and contain 60% recycled content, saving the equivalent of 6.63 tonnes of plastic," he adds.

Butterkist also performed well, contributing to 50% of the growth in the last eight weeks of the year, demonstrating the brand is key as shoppers trade up at Christmas, notes Riddle. "Our new Crunchy Orange Chocolate flavour toffee popcorn is sure to be a winner, bridging the gap between popcorn and chocolate confectionery to create a sweet and irresistible snack.

"We are focused on growing the CSN category this Christmas. Our diverse and relevant range will drive shopper spend in CSN and help to get the party started this festive season."

Source
¹ Kantar Worldpanel Plus, Link Q, January 2021
² Mintel, Crisps, Savoury Snacks and Nuts, UK, February 2020
³ Nielsen Homescan Survey 2019
⁴ Kantar, 12 w/e 29.12.19
⁵ Nielsen Scantrack, 19.06.21
⁶ Nielsen, w/e 26.12.20

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KEY BRANDS

Maltesers
Galaxy
Skittles
Celebrations
M&Ms
Extra

As retailers, businesses and manufacturers alike will understand, the year 2020 presented an unusual and challenging Christmas¹. Despite some scepticism around Christmas 2020, from a performance perspective, the retail and confectionery sector saw better-than-expected sales². Likewise, throughout the season, shoppers continued to give gifts to loved ones, with 86% of consumers continuing to gift something special³.

“While circumstances remain unpredictable, confectionery remains a staple during the holiday season, providing little moments of joy and pleasure for consumers across the world in recent times,” says Alison Berry, senior brand manager, seasons & gifting at Mars Wrigley UK. “Additionally, the arrival of Freedom Day in July and a successful UK-wide vaccine roll-out have shed positivity around Christmas 2021⁴.

“As such, Mars Wrigley UK is set to ensure retailers and consumers alike can celebrate the holiday season in style with a plethora of fan favourites and exciting NPDs.

“Kicking off the season is the launch of Maltesers Mint Reindeer, keeping celebrations fresh and cool this Christmas,” she reveals. “Mint flavour products have rapidly grown by 34% over the past year⁵ and this delicious new bite-sized treat aims to drive new consumers to the segment.

“But the excitement doesn’t end there. With more hope for gatherings during the upcoming holiday season, Mars Wrigley UK is ready to help the nation celebrate with... Celebrations. As one of the top 15 confectionery products⁶, Celebrations – available in tub, pouch and the more special centrepiece format – is the perfect treat to share with friends and family.

“In addition, to benefit our environment, the newly designed Celebrations pouch has achieved a 20% plastic packaging reduction,” she adds.

Premium formats of the company’s much-loved brands will also take centre stage, she notes. “Perfect for sharing, gifting or just as a special treat, our growing premium portfolio will be a



“While circumstances remain unpredictable, confectionery remains a staple during the holiday season, providing little moments of joy and pleasure”

go-to for retailers and consumers alike this holiday season.

“Following a successful launch in 2019, Galaxy Truffles continued to grow in 2020 and is now available in delicious Caramel and Orange flavours, set to make a glamorous splash for the third year running. Also, exclusive to Tesco, Maltesers Orange Truffles are being launched this Christmas, to tie in with the big orange trend of 2021. Alongside these zesty treats, Milk and White chocolate variants will also be available for everyone to enjoy.

“Among all the excitement, we can’t forget about the importance of counting down to the big day with the Maltesers and Galaxy Advent Calendars, which are returning to shelves to help consumers prepare,” says Berry.

“While this year’s Christmas period may bring challenges, we’re confident consumers will still want to celebrate the holiday season with family, friends and neighbours in a safe way – and we expect to see confectionery play a key role in these moments through gifting, sharing and treating.”

Source
^{1,3} Mintel, Christmas Gift Buying, UK – February 2021
⁴ Mintel, Gum & Confectionery, UK – April 2021
⁵ Nielsen Homescan, Data to w/e 27.04.19
⁶ YouGov, The Most Popular Confectioneries, 26.07.21

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🕒 Galaxy Truffles were the No 1 Innovation for Christmas 2019*

Mondelēz International

Tap into some festive magic

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KEY BRANDS

Cadbury
 Cadbury Dairy Milk
 Green & Black's
 Trebor
 Maynards Bassetts
 Halls
 belVita
 Cadbury Biscuits
 Mikado
 Toblerone
 Oreo
 Ritz
 Barny

As the No.1¹ confectionery supplier at Christmas, Mondelez International will again help shoppers create some Christmas magic this year. Brands such as Cadbury are incredibly important at this time of year and provide reassurance of quality and trust – relevant for the gifting occasion.

“It’s essential for retailers to prepare their range early,” says Susan Nash, trade communications manager at the company. “The opportunity for retailers begins in September and lasts until the end of December.”

Season start

Shoppers tend to spend more time at home with friends and family, as the ‘big night in’ opportunity becomes more prominent, making sharing occasions more relevant, she notes.

“Mondelez International leads the way in these occasions with a portfolio featuring brands such as Cadbury Heroes and Cadbury Roses, in formats such as tubs and pouches,” says Nash

“In October, shoppers start to treat themselves and loved ones to confectionery. As well as our range of festive tablets, bags such as Cadbury Mini Snowballs, Little Robins and Jingly Bells will delight shoppers once more this season. “Making a long-awaited return in 2021 are retro favourite Cadbury Pud’s,” she reveals. “With a truffle centre and hazelnut and rice crisp pieces covered in Cadbury chocolate, the relaunch is sure to be a hit.

“Cadbury is also introducing a new limited-edition Christmas tablet, Cadbury Dairy Milk Winter Orange, containing orange nugget inclusions.”

Christmas countdown

The Christmas countdown begins in early November as shoppers look to bring the season to life, says Nash.

“Advent calendars are crucial, with 6.5 million households buying them for the festive season²,” she adds. “This year, Cadbury is launching a new and engaging advent calendar concept with a pop-out Christmas tree to decorate throughout the month of December.

“The much-loved festive Cadbury Calendar portfolio has also undergone



“The opportunity for retailers begins in September and lasts until the end of December, so it’s essential for them to prepare their range early”

a redesign this year, with strong stand-out on-shelf combined with the iconic Cadbury branding.”

Magic of Christmas

The final countdown to Christmas is focused on celebration, gifting and generosity with adult selection boxes, gifting ranges and tins, explains Nash.

“Newly launched Cadbury Dairy Milk Collection of Festive Favourites, with recyclable packaging makes an ideal Secret Santa gift for a friend or loved one. Meanwhile, Cadbury Roses and Cath Kidston have joined forces, encouraging shoppers to say a heartfelt thank you this Christmas with a limited-edition tin. This offers a fresh Cath Kidston take on the iconic design.

“Also new this season is the Cadbury Dairy Milk Chocolate House,” reveals Nash. “Made up of Cadbury White Buttons, Cadbury Dairy Milk Gingerbread and Cadbury Dairy Milk Winter Wonderland, the launch is a great activity to be shared with family and friends.”



Source
¹ Nielsen, Value sales, w/e 26.12.20
² Nielsen, Total coverage including discounters, Value, MAT to 16.05.20
³ Kantar, online 27.12.20

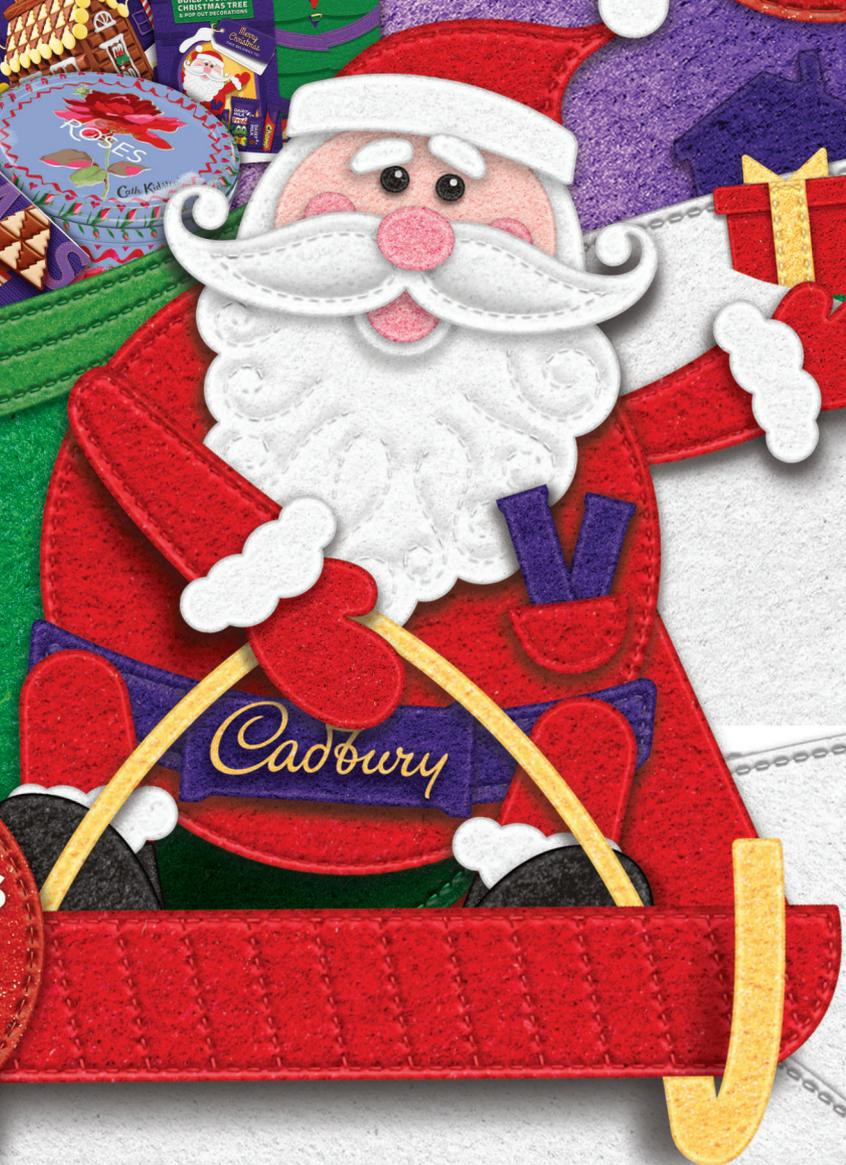
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Nestlé UK

Nestlé adds festive sparkle

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KEY BRANDS

KitKat
MilkyBar
Aero
After Eight
Quality Street

➔ Nestlé Confectionery is aiming to ensure a very merry Christmas for shoppers and retailers alike with its new Christmas 2021 range.

After proving a hit when it launched last Christmas, KitKat Santa – a Santa-shaped chocolate bar filled with a rich chocolatey centre and crunchy wafer pieces – is back, complete with a brand-new launch: the KitKat Festive Friends Bag 220g. Each bag is filled with 12 mini KitKat Santas and a mix of 10 other fun, festive shapes all individually wrapped, suitable for sharing with friends and family. The new bag joins the 29g impulse bar and a 55g bag of individually wrapped mini Santas.

Brand new MilkyBar Festive Friends Sharing Bag, featuring seven individually wrapped seasonal white chocolate shapes with a creamy white filling and crispy pieces, offers shoppers a unique white chocolate product, for sharing or use as baking decorations or stocking fillers, notes Nestlé.

In 2020 demand for seasonal bags and blocks increased and, this Christmas, Aero aims to capitalise with its new Aero Festive Snowy White Block. “This follows the successful launch of Aero Dreamy White Snowbubbles last year and features the same white and milk bubbly taste sensation,” reveals Nestlé.

Quality Street was once again the No.1 brand at Christmas in 2020¹. This year it will benefit from a £2m media spend, continuing to focus on Quality Street’s role in bringing together loved ones. “There will be a new mix of sweets across its range to feature more favourites, an annual redesign for its tin, which sees beautiful jewel-like sparkling colours ensure impressive standout on-shelf, a new 2kg tin with a fantastic size impression, certain to catch the eye in-store, plus, the Purple One and Strawberry Delight novelty gift boxes will benefit from a makeover and move to fully recyclable cartons,” says Nestlé.

In 2020, flavours drove the growth in after-dinner mints. Capitalising on this trend is new After Eight Mojito & Mint. “Mojito was the most popular cocktail to make at home in 2020 and this new



“Nestlé is aiming to ensure a very merry Christmas with its new 2021 ranges”

flavour will continue to drive category relevancy with a younger audience,” explains the company. “Also new from After Eight is its Giant Tube filled with bite-size squares of dark chocolate and refreshing mint fondant. Sixty per cent of shoppers say they want to see more adult confectionery gifts under £5 and this new product provides just that².”

Sharing boxed chocolates had a great Christmas in 2020, up 7.2%³. “Despite launching in a turbulent year, Quality Street Intrigue performed well, with excellent in-store execution driving sales,” it says. “This Christmas, Orange Truffles flavour (beautifully blended orange truffles wrapped in milk chocolate and sprinkled with dried orange segments) will be available nationally.”

Finally, also new for 2021 is Aero Bliss Peppermint: velvety, whipped peppermint bubbles wrapped in delicious milk chocolate. “With mint sales growing in popularity, what better brand to launch a new mint chocolate offering than Aero?”



Source

¹ IRI, 20 w/e 26.12.20
² Nestlé Blueroom Study for Xmas 2020
³ IRI, 12 & 4 weeks to 26.12.20

Discover A WINNING RANGE THIS Christmas

QUALITY STREET INTRIGUE
200g Pack



QUALITY STREET INTRIGUE
200g Pack



QUALITY STREET
450g Bag



QUALITY STREET
650g Tub



AERO BLISS
176g Pack



AERO FESTIVE WHITE BLOCK*
90g Block



NEW

SMARTIES PENGUIN*
18.5g



MILKYBAR REINDEER*
17g



AERO FESTIVE ORANGE BLOCK*
90g Block



AERO SNOWBUBBLES*
80g Bag



MILKYBAR FESTIVE FRIENDS*
57g



NEW

**Nestlé® seasonal impulse +28%
in Wholesale & Convenience 2020***

*Source: IRI Infoscan, Confectionery Database, Value Sales, 20 weeks ending 26.12.20, Convenience exc Major Mults.
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St Pierre Groupe

Chasing an £18m opportunity

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KEY BRANDS

Baker Street

With five consecutive years of double-digit growth behind it, Baker Street is a recognised player in bakery, known for its extended-life sliced loaves, hot dog rolls and burger buns. In 2020, the brand launched a seasonal offering, securing national distribution with Tesco – its first major multiple listing.

Last year, Baker Street Marzipan Stollen Loaf, Apple Stollen Loaf and Marzipan Stollen Bites achieved sales in excess of £1.4m – with more than 60% of the revenue driven by the innovative ‘Stollen Bites’ format¹.

Buoyed by early success and backed by insight, the brand is ready to launch an expanded range, adding Apple Stollen Bites, Stollen Cookies and Chocolate & Orange Cake Truffles to its Christmas markets-inspired selection.

Chris McLaughlin, commercial director at St Pierre Groupe, owner of the Baker Street brand, says: “Ahead of launch last year, research showed almost 50% of consumers buy Stollen over the Christmas period², so the opportunity was clear. While 53% buy Stollen to enjoy with friends or family at home, 30% buy it as a snack for themselves². We developed a range to cater to these occasions, with traditional loaves and Stollen Bites designed for sharing or snacking.

“Christmas is a time for indulgence. So, with consumers set to be reunited this season, we’re extending the line with more festive snacking options.”

In the four weeks to Christmas, the cake category grows from £101m to £143m (+42%)³. Stollen offers a quick-win for retailers, growing from nothing in the nine months to October into a significant sub-category. Baker Street plans to build on this opportunity for 2021. McLaughlin adds: “Baker Street’s NPD is designed to help retailers capitalise on emerging consumer trends. Cookies are a supermarket staple for most families, so introducing Stollen in this format provides an ‘easy’ way to try something new.

“The top three attributes shoppers look for in food and drink gifts are quality (65%), authenticity (41%) and attractive packaging (39%)⁴, which



“Ahead of launch last year, research showed almost 50% of consumers buy Stollen over the Christmas period”

stands us in good stead. Each product is made with the finest ingredients to an authentic recipe and packaged in Baker Street’s stand-out festive branding.”

As a traditional German cake, Stollen is a Christmas staple; last year one in six Brits planned to eat Stollen and the market is worth a cool £18m⁵, but Baker Street’s range is designed to cater to more exploratory palates and appeal to shoppers who already enjoy Stollen and those who haven’t tried it before, but might be tempted by it in a more familiar form.

McLaughlin adds: “Certain flavours are perennially popular during the festive season and, this year, Baker Street has added Chocolate & Orange Cake Truffles to its range. As a new-on-shelf product, it provides opportunities for retailers to tap into both the gifting market and the snacking occasion thanks to its multipack format.

“Baker Street’s whole range ticks the boxes for quality and authenticity, so whether it’s picked up as a last-minute offering to take round to a friends, left out as festive nibbles for guests, or bought as an indulgent treat for solo-snacking, Baker Street is always there, ready to be enjoyed.”

Source

¹ Internal sales data, St Pierre Groupe, January 2021
^{2,4} St Pierre Groupe market research, February 2020
³ Nielsen, Cake, January 2021
⁵ Kantar, 2021

BAKER STREET

TAKE A BITE OUT OF THE £18M STOLLEN MARKET

- NEW EXTENDED RANGE FOR 2021
- GIVE YOUR CUSTOMERS A TASTE OF THE CHRISTMAS MARKET, AT HOME



£1.4M
SALES IN 2020

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