

The Grocer

Focus On: Pasta and pasta sauces by Rob Brown (rob_j_a_brown@hotmail.com) and Natalie Brown (natalie_brown@live.co.uk)

Publishing: 3 November
Advertising deadline: 19 October
Submissions deadline: 12 October

The Story

You could be forgiven for thinking Brits were done with pasta. On the high street, it's troubling times for staple Italian eateries such as Strada and Jamie's Italian but there is good news on the horizon. Pasta is back in marginal growth this year and, crucially, it's attracting new shoppers. A new wave of Italian eateries are also gaining ground. So who is this fresh wave of consumers? What are they looking for? And who stands to win from these extra sales?

Online listicle: From red lentil penne to green pea fusilli, the latest pasta alternatives hitting the market

Key themes:

New shoppers: Who are the new entrants to the pasta category? What are they looking for?

Fresh pasta: Prices are up hugely in both fresh filled and fresh cut pasta, which has led to a drop in volume. To what extent is this down to fewer promotions? Is this alienating shoppers who used to get a pasta meal deal for tonight? How can fresh pasta win back sales?

Dry pasta: By contrast, prices have decreased in dry pasta, which has prompted an increase in volume. Own label is particularly winning in this area as shoppers look for the cheapest option. To what extent is dry pasta being seen as more of a commodity, whereas fresh is a treat?

Pasta sauces: Sauces sales are continuing to struggle, but there are some exceptions. [M&S](#), for example, has grown sales by 24.5%. Is this because shoppers will only part with their cash if they perceive the sauce as 'something special'? What role do authenticity and provenance play?

Out of home: Jamie's may be struggling, but a new wave of Italian restaurants are popping up all over the country, such as London's Padella and Bancone, Bristol's Pasta Loco and Newcastle's Zucchini Pasta Bar. These all promise simple freshly made pasta, premium ingredients and a bit of flair. To what extent is this approach being mirrored in shopping habits?

Retailers: Who is winning in pasta and why?

4 x innovations: We identify four new products or product ranges that have not appeared in The Grocer before. including launch date, RSP and a picture of each.

Kantar data: Using Kantar data, we explain the factors driving changes in the pasta market

Kantar data: Using Kantar data, we explain the factors driving changes in the pasta sauces market