

MUSEUM *of* BRANDS

THE GREAT GROCERY PUNCH-UP: BRITAIN'S BIGGEST BRANDS 2022 New Display and Goodie Bag Giveaway | 18 June 2022



The Museum of Brands in Notting Hill, west London, will be launching its new display featuring *The Grocer's* ranking of the UK's Top 100 Grocery Brands, on 18 June 2022. The Museum would like to take this opportunity to celebrate all brands, so the first 100 visitors will be lucky enough to get their hands on a goodie bag filled with products from popular UK brand owners.

The packs on display reflect trends in the British public's shopping habits over the last year. Since the UK emerged from the lockdowns and restrictions of the Covid-19 pandemic, the trend for on-the-go buying has returned. Lucozade saw a massive (up 10.7%) increase in sales, benefiting from revitalised impulse buying habits with their caffeinated Lucozade Alert range. Wrigley's saw a rise in sales (up 5.2%) since restrictions were lifted, putting success down to under 25s getting back on the dating scene and needing a quick freshen up.

The demand for more climate-conscious packaging and the rise of vegan eating habits were also reflected in the 2022 list. Brands such as Evian and Highland Spring have adapted to public preference for less plastic by launching sparkling water in a can. Persil is trialling paper-based detergent bottles, and Fairy has released an anti-waste upside-down washing up liquid pack. Manufacturers that have been long associated with meat or dairy products have adapted to the call for more vegan products. Peperami released Vegerami and Hellmann's added Baconnaise to their popular vegan mayo range.

Some brands have started to see the effects of a return to post-pandemic normality, such as Kellogg's which has seen a decline in sales over the last year (down 2.8%). Canny brand owners are looking ahead to new High Fat Sugar Salt (HFSS) rules, which may have already helped push sales. Kellogg's launched their compliant Hazelnut Cocopops and Haribo is investing in ways to reduce sugar across their product range.

Brits thankfully stopped stockpiling loo-roll, evening out sales for brands such as Andrex (down 12.3%). Other newfound lockdown habits continued, as the population seems to have kept their preference for posh ready meals from British brand Charlie Bingham's (up 31.1%).

But the British do not like too much change, as Cadbury stayed in the number one spot for the second year running, Coca-Cola stayed in second place, Nestlé in third and Walkers in fourth.

Adam Leyland - Editor-in-Chief, *The Grocer* says “The Museum of Brands captures Britain’s rich history as a maker and developer of brilliant brands. In a time of huge upheaval, through Covid, Brexit and now the cost-of-living crisis, this exhibition brings history right up to date, showcasing the development of old, familiar brands and the rise of exciting new brands that challenge the status quo through their innovation.”

Museum of Brands curator Amy Dobson says “The products and where they have placed on Britain’s Top 100 brands this past year is evident of our changing habits as we begin to emerge from the pandemic. The new packaging that we have collected reflects the trends and interests of British consumers, such as an increase in fitness-related products like Heinz Protein Soup and fish producer John West who have repositioned themselves as a health and nutrition brand. Starbucks launched a ready-to-drink product aimed specifically at home workers, and sales in pet food boomed due to an increase in new pet owners!”

John Noble – Director, British Brands Group says “This exhibition [of *The Grocer*’s Top 100 Brands of 2022] keeps the Museum’s collection and relevance right up to date and it is great to see the Museum celebrating our favourite brands of today. I urge everyone to visit.”

The new display presents products in line with *The Grocers*’ annual list, with data taken from NielsenIQ’s retail measurement service. Findings are from 02 January 2021 to 01 January 2022.

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For further information, photographs and media interviews please contact Natasha Facey at natasha@museumofbrands.com

For press images:

<https://www.dropbox.com/sh/w2h82lnw36b6uoi/AAC8LU4g4QiegjWsU-Qgzdoza?dl=0>

Editor’s notes

Goodie bags will contain products that are not necessarily on *The Grocers* 100 Top Brands List. One Goodie bag per person. The display will be on show until 31/03/23

The Museum is open daily and is the only one of its kind in the world, celebrating our past through our throwaway heritage with displays of hundreds of products full of memory and meaning. Together they offer us a fascinating insight into how our lives and society have evolved since Victorian times – from the changing role of women to the impact of war and technology; from the passing of the domestic servant to the evolving choice of food and toys, as well as the revolution in shopping habits over the last 200 years.

Adult admission cost £9 for adults / £7 concessions / £5 children

The Museum of Brands is open from 10:00 to 18:00 Monday to Saturday and 11:00 to 17:00 on Sundays and Bank Holidays. The Museum is located a short walk from Ladbroke Grove tube station at 111-117 Lancaster Road, W11 1QT.

www.museumofbrands.com. The Museum can be contacted by email at info@museumofbrands.com or by telephone at 020 7243 9611.

About the Museum of Brands

- The Museum of Brands was established in 1984 and takes visitors on a nostalgic journey through 200 years of social change, consumer culture and lifestyle. It captures enough throwaway consumer material to give an insight into how society has arrived at where it is today and shed light on where it will be tomorrow.
- The Museum displays part of the Robert Opie Collection, which had begun in 1963 when Robert started to save contemporary packaging and advertising. By 1975, the Collection was large enough to have its own exhibition, 'The Pack Age', held at the V&A; following media and public acclaim, a permanent museum was established in Gloucester. Moving to London in 2005, it is now known as the Museum of Brands.
- The collection comprises over half a million items concentrating on those areas that have transformed daily life – entertainment, travel, leisure, music, fashion, and children's toys, plus postcards, magazines, wartime ephemera and royal souvenirs. Over 12,000 items are on display.
- The Museum is an independent, educational charity and is funded by income generated through admissions, retail, catering, venue hire and charitable grants and donations.
- Registered Charity No. 1093538