

The Grocer

Dairymen 2015

Focus On: Dairy Alternatives by Natalie Brown (natalie_brown@live.co.uk)

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With dairy alternatives now an established part of the mainstream market and brands showing strong growth, the sector is becoming increasingly attractive for own label. What have been the key own-label launches over the past year, and what do brands need to do to ensure they retain a point of difference? Are prices set to fall as brands are forced to compete with own label?

- **The market:** This feature will include a brief overview of the dairy alternatives market and how it has performed over the past year, paying particular attention to how the sector's biggest brands are performing, NPD, pricing and retailer growth. How are the discounters performing in this area?
- **Brands v own label:** The central thrust of this feature will be looking at how much potential the retailers see in dairy alternatives for own label. What have they been doing in this area in the past year? What's in store for this year? Are brands rattled? How is this affecting prices?
- **Supermarket strategies:** Given the focus on own label, we need to have a detailed discussion in this feature of how different retailers are approaching this category. What does Tesco do differently compared with Asda or Sainsbury's, for example? How is range rationalisation likely to affect dairy alternatives - as retailers are looking hard at cutting back their sprawling offerings, is dairy alternatives in danger of losing space? If not, is it set to take space away from other categories?

Box:

- **Animal based dairy alternatives:** The dairy alternatives market isn't all about plant-based products such as those derived from soy, almond or hemp. A growing number of goat, sheep and even camel-based products are hitting the market. How are they doing? How much potential do they really have?