

The Grocer

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

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The Story

Dairy RTDs are in rude health. Value sales have increased 6% on volumes up 3.2% in the past year. To what extent has this been driven by the health trend and growing demand for high protein drinks? What else is driving this? How are different brands and retailers cashing in?

Key themes:

Retailers: This feature will analyse how the different major retailers have approached the category in the past year, with particular attention being paid to branded and own label ranging and product development and space allocation. To what extent has the sector been affected by range rationalisation? Is more space being devoted to dairy drinks?

Health: This feature will weigh up exactly how the whole health debate is impacting the dairy drinks market. To what extent are smaller brands originally targeted at gym goers making a mark on the mainstream? And how are these products being merchandised in supermarkets; are they still in the health aisle or are they being placed in chillers front of store?

Indulgence and coffee: Sales data suggests that more indulgent milk shake style drinks are struggling. Why is this? Meanwhile, ice coffee style drinks are in growth. Why? Which brands and retailers are driving this growth and what are indulgent brands doing to turn things around?

Innovation: This will be key to this feature. We will be investigating how new product development has shaped the category over the past year and what is in store for shoppers in 2014. We will be profiling four of the most interesting launches in a separate innovation panel to include **4 x health-orientated dairy drink innovations and 4 x non health-orientated dairy drink innovations**, each including launch date and RSP, and a picture of each.

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What impact has own-label had on branded players?
- What's next for the category?