

# The Grocer

**Focus On: Meat Free by Andrew Don (andrew.don@donshardnews.co.uk)**

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**Submissions deadline:** 19 April

## The Story

**Meat-free sales are booming! The market's value has surged and volumes are up in the past year. Which brands and retailers are driving this growth? How are they doing it and what are they doing to sustain growth over the coming year?**

## Key themes:

**Retailers:** This feature will pay close attention to how different retailers are approaching the category in terms of ranging (branded and own label), merchandising, promotions and so on. How have ranges developed over the past year? How is the dynamic between fresh and frozen meat-free playing out in different retailers?

**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 2016. We will be profiling four of the most interesting launches in a separate innovation panel.

**Price and promotions:** This feature will explore how the promotional strategies of retailers and brands have changed over the past year. Attention will be paid to the promotional strategies of retailers and how this has affected average prices over the past year.

**Advertising and marketing:** This feature will also investigate how the marketing and advertising strategies of the category's biggest brands have evolved over the past year and how they will develop in the coming year to sustain growth or return brands to growth.

## 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?