

The Grocer

Focus On: Dairy Drinks by Robyn Vinter (robynvinter@gmail.com)

Publishing: 11 March
Advertising deadline: 23 February
Submissions deadline: 17 February

Dairy drinks are in rude health! Take home sales have surged in the past year and out of home consumption is also up. What's driving this growth? Which brands, own label lines and retailers are driving this growth? How? Is anyone being left behind? Why? And what does 2017 have in store?

Key themes:

Breakfast: More and more Brits are drinking, rather than eating, their breakfast, according to our research. Which brands and retailers are driving this trend? And how are they making sure their products are front of mind for consumers looking to pick up brekkie on the go?

Health: The health and wellness trend continues to play out in the dairy drinks sector, with protein shakes and recovery drinks driving much of the growth. Which players are driving this and how? Where are such products being stocked in store? How is this changing? How are these products being marketed and how are things changing?

Sugar: Of course, the sector isn't immune to the biggest health debate of the day: sugar levels. How are players in the market responding to concerns over sugar content? With dairy's share of the Eatwell plate having been reduced in the past year, are more difficult times on the horizon?

Retailers: This feature will pay close attention to how different retailers are approaching the category and how their approaches are affecting their sales performances. How do own label and branded ranges, merchandising, promotions, etc vary from retailer to retailer?

Indulgence: This feature will pay attention to how more indulgent dairy drinks, from thick shakes and flavoured milks through to ice coffee, are performing. How is the health debate affecting their fortunes and what does the coming year hold for more indulgent players?

Price and promotions: This feature will also pay close attention to how pricing and promotions have changed over the past year, and the factors that have driven this change. What does the coming year have in store in this respect? Are input costs being driven up by the weakened pound? Are retail prices set to rise?

Innovation: A discussion of the latest innovations in this market will be a central thrust of this feature. Who's launching new products and what are their market potential? We will profile eight of the latest, most interesting launches in a separate box out.

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?