

The Grocer

Focus On: meat free by Amy North (amy.north@thegrocer.co.uk)

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The Story

Veganism is in vogue. As an increasing number of celebrities – from musicians and comedians to film makers – go vegan, an increasing number of vegan food & drink products are hitting the market. What’s driving this? Has veganism made the mainstream or is this just a flash in the pan? To what extent is this driving the solid growth we’re seeing in sales of meat-free products? And what other factors are driving meat-free sales?

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 2017. We will be profiling four of the most interesting launches in a separate innovation panel, including launch date and RSP, and an image of each.

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?