

# The Grocer

## Focus On: Batteries

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## The Story

The race for power is on. Battery power, that is. As consumers get ever more frustrated by running out of juice, brands are fighting it out to deliver their longest-lasting products yet. Innovation is helping brands stay ahead of cheaper own label offerings and it could prevent a race to the bottom on price. But who wins this innovation race depends entirely on the strength of their tech. So who is out in front? Which innovations are particularly appealing to consumers? And is there anything on the horizon that could emerge as a front-runner?

## Main themes

**Brands:** Which brands are winning, and which are falling flat? Why?

**Own label:** Retailer lines are flat in volume terms. To what extent is this down to brand innovation? And to what extent is this down to other factors e.g. Sainsbury's has increased its branded space? Could Amazon's foray into own-brand batteries prove a game-changer?

**Promotions:** Promotional spend is falling. But to what extent is this affecting sales? Is battery spend still essentially price-driven?

**Innovation:** What are the latest innovations capturing consumer spend? And is there anything on the horizon that could shake up the market?

**Kantar data:** Using Kantar commentary, we explain the reasons behind the rise and fall of certain sub-categories.

**Nielsen data:** Using Nielsen commentary, we explain the reasons behind the rise and fall of the top 10 brands.