

The Grocer

Dairymen 2021 - Focus On: Milk

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What's next for the milk category after a sensational year of sales? How is the future likely to play out as the UK returns to something like normality? Is the category about to get higher tech? Or go old school?

KEY THEMES

Sales: what have they been over the past year? And how are they likely to play out in the coming year, as people get out and about once again?

Technology: some small dairies have had great success with milk vending machines this past year. Are they a sign of things to come? Or will suppliers and retailers look to the past – as Morrisons has by putting its own-label milk into traditional glass bottles? What other developments are occurring in formats and delivery (such as DTC milk)? Who's responsible for them?

Health: with a clampdown on marketing HFSS drinks set for next year, does it offer an opportunity for milk to promote its health benefits?

Innovation: Spanish dairy company Pascual has launched a global incubation programme for cellular agriculture technologies. What is that, and why has it launched?