

The Grocer

Focus On: Healthier snacking

Feature one: How will HFSS regulations boost healthy snacking?

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After much toing and froing, HFSS rules look like they may finally land this October. Many categories are set to be affected, including everything from chocolate to crisps. For lines that have thrived on impulse sales it could be tricky, but one category that will surely benefit is healthy snacking. So what effect will this have on the brands that we munch between meals? Will healthy lines gain ground over those that fall foul of HFSS rules? Will the regulations open up more opportunities for promotional space for healthier brands? What is the strategy at the big and small operators?

Reformulation: With many brands reformulating their products, which ingredients are seeing new popularity? Are there any risks to artificial sweeteners replacing sugar? And what technology developments are allowing suppliers to make tasty food without the health downsides?

Retailers: How will HFSS regulations change the amount of space healthy snacking brands get in the retailers? To what extent will they be occupying the prominent positions once used by less healthy brands?

Habits: How will HFSS regulations change consumer buying habits in snacking?

Big brands vs challengers: To what extent will big healthy snacking brands have advantages over challengers in this new environment?

Added benefits: Fibre, gut health, protein and other benefits have become increasingly common on packaging. How are health callouts influencing snacks sales?

Innovations: Profile of eight new products or ranges that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.

Meat snacking: How are meat snacks targeting consumers in the post-HFSS world?

Sports nutrition: How are sports nutrition brands targeting consumers in the post-HFSS world?

The 'healthy' HFSS brands: Many brands that carry healthy cues are not actually HFSS-compliant – and not all are reformulating. What is their rationale and how will they market themselves?

Feature two: The rush to invest in healthy snacking

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Healthy snacking brands are attracting investment like never before. Startups are securing funds to expand their businesses into the mainstream. That funding is coming from a range of sources – from incubator schemes such as Warburtons’ Batch Ventures to Dragons’ Den and crowdfunding rounds. So why is this such a popular area of investment? How are investors helping these brands to grow? What is their strategy? And how many of these brands can really hit the mainstream in such a crowded market?

Investors: Who are the investors in these brands and why do they see healthy snacking as such an opportunity?

Brands: Which brands are securing the most funds and which are most likely to hit the mainstream? What is their strategy?

Retailers: How are retailers supporting these brands? Have any of these snacking brands been introduced through incubator schemes, such as Sainsbury’s Future Brands? And how widespread are the listings?

Marketplace: How can these brands compete in such a crowded marketplace?

Brand profiles: Eight profiles on brands that have secured funding, what their aim is, turnover and distribution.