

The Grocer

Focus On: Oils

By Simon Roughneen simon.roughneen@thegrocer.co.uk

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For decades Brits have kept war at a safe distance, visible only on TV, in newspapers and online. But the Russian invasion of Ukraine is causing problems closer to home. Both countries are major exporters of sunflower oil, accounting for 80% of the world's supply. The disruption has rippled through UK grocery, causing retailers to ration supplies and the price of cooking oils to start climbing. So what are the prospects for sunflower oil as war drags on? What impact will it have on extra virgin and other oils? And at a time when economic crisis, how will shoppers adapt their buying behaviour?

Rationing: Brits grew used to certain categories being rationed during the pandemic as retailers tried to manage limited stock. How widespread is this practice likely to get through oil, and what are the implications?

Trading restrictions: Indonesia's ban on palm oil exports caused jitters in international trading until it was clarified crude palm would be exempt. Even so, how will shifting trade policies affect the cooking oil market in the UK?

Inflation and input costs: Market leader Filippo Berio has warned of "spiralling costs" from logistics, raw materials, packaging and shipping. With its peers facing similar problems, what impact will this have on the category?

Price sensitivity: As economic trouble looms, shoppers will be looking to save money. Which products are likely to benefit from this? And how can premium lines stay relevant?

Cooking habits: Brits' reduced cooking habits explains much of the sales decline over the last year in oil. So how will our changing lifestyles continue to influence the category in future?

Innovations: We will profile 4 new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each