

The Grocer

Focus On: Organic

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Organic food might be a fancier option, but it comes at fancier prices. So with the cost of living crisis rolling through supermarkets, how will organic food and drink fare? Will shoppers trade down into non-organic lines? Will retailers reduce space as they seek to provide more value options for shoppers? Or might the benefits of organic food prove alluring to shoppers taking care of their health or trading down from restaurants?

Online: Organic sales benefited from shoppers buying more food and drink online during lockdowns. Has this trend endured? And what can brands do to maintain interest?

Environmental: Now that the pandemic is less of a preoccupation, shoppers' thoughts have returned to the environment. So how important are these cues proving in grocery? And can they cut through as people seek to save money?

Health: It's commonly said that the pandemic has increased everyone's focus on their diets. Is this still being seen in organic consumption?

Retailers: With retailers showing an increasing commitment to budget lines, it's possible that organic fare could be squeezed out. What approach are supermarkets taking?

Online: Organic direct to consumer services did well during lockdown. Have shoppers held onto their subscriptions since restrictions eased? And what are the future prospects like?

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