

The Grocer

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Focus on Milk By Vince Bamford

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Key themes

Volume decline: What's driving it? Is it simply down to the end of lockdowns? Reduced production across Europe? Or is it price? Or the rise of plant-based? Health? A combo of factors? Which suppliers have been hit hardest?

Price: The category has lost almost no value thanks to significant price rises. What's driving them? How are they being justified? How are suppliers working to keep them to a minimum? Which sector is getting pricier the fastest? And how high can they go before volumes begin to fall faster?

Marketing and innovation: What moves and launches are being seen from suppliers to attract shoppers and reduce losses?

DTC: What's the story behind Milk & More partnership with Good Club? What other online initiatives have been seen in milk in the past year or so?

Plastic: Waitrose is permanently scrapping the coloured caps on all own-label milk bottles, to make them easier to recycle. How else is plastic waste being tackled?