

The Grocer

THE DAIRYMEN 2022

Focus on Yoghurt & Potted Desserts By Nick Hughes
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Key themes

HFSS: How will the imminent new rules affect the category – and how have suppliers been preparing? What compliant reformulations and new launches have been unveiled in the past year?

Health: The sectors of low fat and active health have enjoyed volume growth. What's driving that? And how are suppliers responding? Could the HFSS rules stymie growth?

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?

Snacking: The overall dairy snacking is booming. Could it be the best route to adding sales for yoghurt makers? Who's leading the way?

Dairy alternatives: They're in double-digit decline. Why? Which products and suppliers have been hardest hit? And which are still innovating in this area?

Marketing: What eye-catching campaigns have brands launched to appeal to shoppers? How much did they cost, and how effective have they been?

Innovations: We will profile four new/relaunched products, packs or ranges. We need launch date, rsp, and a hi-res picture of each