

The Grocer

THE DAIRYMEN 2022

Focus on Dairy Drinks By Vince Bamford

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Could plant-based be dairy drinks new battleground? After all, veganism is a booming trend, and dairy-free milkshakes are landing in grocery chillers at a rate of knots – with big suppliers, challenge brands and retailers all getting in on the action.

Key themes

Sales: The flavoured milk category is still adding value? How come? Which flavours and formats are leading the growth? And which are flagging?

Plant-based: What products by which suppliers are currently available? What's driving the popularity of dairy-free milkshakes? How do such drinks differ from standard dairy shakes?

Functionality: Some vegan shakes are sold on their protein content, gut health or suitability as a meal replacement? Who's doing what, and why?

Prices: What's driving increases?

Sustainability: More units sold means potentially more packaging waste. After a raft of eco-friendly moves last year, how have suppliers been behaving this year?

Social media: Colourful milk is perfect for Instagram and the like. So, how are brands capitalising on the fact?

Alcohol: Out-of-home boozy milkshakes are popular in the US. But what about in the UK?

Innovations (4x80): Profile four new/relaunched products, packs or ranges. We need launch date, rsp, and a hi-res picture of each.