

# The Grocer

## Focus On: Plant-based

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### The Story

“Day one of a bright new future for plant-based,” was declared at a first-of-its-kind event attended by more than 40 plant-based protein businesses, retailers and NGOs in [March](#). This followed a year of flagging sales amidst growing criticism over cost and taste. There’s certainly been lots going on since then with brands being busy on the innovation front, launching new products and pack sizes. So what impact is all this having at the tills? What else is going on? And what’s next?

**Types of protein:** This feature will explore how plant-based product formulation is changing, as well as the latest innovation in alternative protein sources. Which plant-based proteins are most popular and why? How is this changing? Which taste best, are cheapest and most sustainable? Which come closest to ticking all boxes on consumers’ wish lists?

**New frontiers:** Another focus will be on new categories that are ripe for disruption from plant-based businesses. With meat and dairy alternatives well-established categories now, where else could we see growth: what about egg alternatives? Plant-based spreads? Vegan confectionery? Something else entirely?

**Cost of living crisis:** Kantar notes a strong performance for recently launched smaller plant-milk pack sizes because they lower the price point for shoppers. With this month’s energy price cap rise set to take a bite out of consumers’ household budgets, what else are manufacturers doing to make their products more appetising from an economic point of view?

**Changing channels:** This feature will explore how different retail channels and specific retailers are performing in terms of plant-based sales and the factors driving their differing performances. Why are symbol group and independent retailers, Ocado, Lidl and Sainsbury’s in strongest growth and why have Iceland, the Co-op and Morrisons seen steep declines?

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