

The Grocer

Dairymen 2016

Focus On: Cheddar by Hughes (nickjhughes@hotmail.co.uk)

Publication date: 17 September
Advertising deadline: 12 August
Submissions deadline: 24 July

The Story

Cheddar has been a major victim of recent supermarket range rationalisation. So as the crumbs settle on the cheese aisles, what was the outcome? Who were the winners and losers? And what are the brands doing to ensure they remain on shelf in the future?

Range rationalisation: What is driving range rationalisation in Cheddar? What changes have the major supermarkets made in terms of their Cheddar offer? What brands have lost out and why? How have the multiple supermarkets developed their own-label ranges?

Market performance: How is the market performing generally? Is Cheddar still losing out to other cheeses? And has the gap in market share between own-label and brands widened further?

Price & promotions: How important are deals to driving sales? How have promotional strategies changed on Cheddar? What is happening on prices generally? And what are the predictions for the year ahead?

Advertising and marketing: What are the marketing and advertising of the category's biggest players as they look to hold on to market share and drive growth?

Snacking: How are Cheddar brands extending their product range to tap into emerging consumer trends such as snacking and protein?