

# The Grocer

## Dairymen 2016

**Focus On: Dairy Trends by Emma Sturgess (emma-sturgess@hotmail.co.uk)**

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### The Story

**MPs recently called for a 3-a-day programme for dairy products to help boost consumption and promote healthy lifestyles, particularly among children. So what are brands doing to target kids, and how successful are these products?**

**Health:** What are the concerns around kid's health and low dairy intake? What are the recommendations of the All Party Parliamentary group on dairy? Why is dairy important for kids? What about sugar etc? How can the dairy industry take advantage of growing awareness around healthy eating?

**Innovation:** What brands are targeting kids? What are the most innovative products? How are those products performing in terms of sales? What are the challenges of creating dairy products for kids? Are supermarkets targeting kids with own-label dairy ranges?

**Advertising/marketing / promotions:** How do promotional strategies differ when targeting kids? What campaigns are brands running to target kids? Where are kids dairy products promoted in store? Are there opportunities for promotions at the tills as supermarkets move towards healthy check outs?