

The Grocer

Dairymen 2016

Focus On: Milk Drinks by Daniel Selwood (Daniel.selwood@wrbm.com)

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The Story

The war on sugar has firmly arrived in the dairy drinks category, with brands unveiling no sugar variants and extending existing ranges. But not all low-sugar drinks have proven successful so what is the secret for success when it comes to reducing sugar in dairy drinks, and will the health debate have any impact on the indulgent end of the market?

Sugar: Which brands have cut sugar? How successful have low-sugar products been? How will the drive towards low-sugar affect indulgent drinks? What other low-sugar innovation is in the pipeline? What are the challenges in reformulation? Are low sugar drinks falling down in terms of taste?

Market: How are dairy drinks performing generally? What types are doing well? Which brands are performing and which are losing sales? How are supermarkets developing their own-label ranges? What impact has range rationalisation had on the category? What are brands doing in terms of marketing/advertising to drive sales?

Trends: What are the biggest flavour trends in dairy drinks? Is coffee still hot? What about protein? What trends do retailers and suppliers think will hit the market in the coming year?

Innovations : This feature will include a separate panel profiling four of the most interesting launches in this sector from the past year.