

The Grocer

Digital Feature: 10 Things You Need To Know About... Dairy

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The Grocer's exciting programme of digital, online features continues in May with analysis of the dairy market. Below is a rundown of the stories we are looking to cover.

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1. Revealed: What consumers really think about dairy

The Grocer has commissioned an exclusive consumer poll from Harris Interactive to lift the lid on consumers' views of dairy's prices and health properties.

2. Price war: dairy prices tumble

Exclusive figures from Kantar Worldpanel reveal the extent of price wars on dairy prices.

3. The end of EU milk quotas

EU milk quotas have been scrapped after more than three decades. We explore the implications of the move on the British dairy industry.

4. Advertising

Advertising insights agency Ebiquity has crunched the numbers on dairy's biggest advertisers. So, who's spending the most? And what are they spending it on?

5. Social media

We've teamed up with digital content and social media agency Headstream to find out which dairy brands are most 'liked' on Facebook. Who's using social media most effectively, and how?

6. Top 10 global launches

We've teamed up with Mintel again to pick the best innovation from around the world in dairy. So, which products have made the list and which trends have driven their development?

7. Where next for First Milk?

They've got a new boss and have announced a radical restructuring as well as changes to its pricing formula. What do these changes mean? And, what's next?

8. Natural yoghurt booms

Plain natural yoghurt and soya/dairy free varieties are growing fast. What's driving this growth? And, which brands are cashing in?

9. On the ground in Lithuania

The Grocer goes to Lithuania to find out how the country's dairy players are trying to widen exports

10. Meet the buyers

We quiz the industry's buyers on NPD, the impact of grocery price wars on dairy and how the market is shaping up in 2015

PLEASE NOTE: Stories are subject to change.