

Focus On: Weight Management, publishing 6th October

Online Listicle to go live on 5th October

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Advertising deadline **25 September**

The Story

Today's consumers detox, fast or 'clean eat'. It's bye bye to calorie-controlled ready meals and hello to skinny coffee, keto diets or detox tea. And so some traditional slimming brands have found themselves losing the pounds but others have managed to tempt back consumers with innovative recipes. So can slimming regain its cool? And how is the market adapting to the needs of today's consumer?

Online Listicle: The innovative weight management products shaking up the category's image

Key themes:

The slimming stigma: Some big brands have launched more 'positive' marketing and to what extent are other brands following the same principle? How is the language changing e.g. products talk about 'succulent chunks of sweet potato' and a 'fragrant curry sauce' on its packaging, rather than shouting too much about its calorie content?

Image overhaul: Weight Watchers has found an unlikely ambassador in the form of DJ Khaled. Slim Fast chose 'real life' ambassadors for its latest campaign. How are brands looking to revamp their images? Who is doing it successfully? And what is the key to attracting today's audience?

Innovation: Interesting recipes such as Chicken and Chorizo Paella and Chicken Chow Mein have helped fuel Slimming World's success (so successful it has spawned an Aldi copycat Slim Well range and a legal battle with Asda over Slimzone). So what role does innovation play in shaking up the weight management category? What are the big brands/retailers doing? Are SKUs with high protein the way forward?

Retailers: Retailer ranges are key to this category. What are they offering? Who is doing it well? What is the secret to their success?

Competition from outside grocery: Holland & Barrett is pushing plenty of trendy products such as appetite suppressant lollipops and Skinny Coffee, both of which have racked up plenty of celeb endorsement. To what extent are these on-trend ranges eating into grocery sales?

Innovation: Key to this feature will be a discussion of the latest NPD from the category's brands and own label players, large and small. The feature will explore the market trends that have inspired recent innovations and weigh up which new launches are most likely to encourage future growth in the market. We will profile 4 of these in separate innovations panel including launch date, RSP and an image.

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How has merchandising changed in the market?