

The Grocer

Focus On: Yoghurts and Pot Desserts by Kevin White

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Yoghurts are on a winning streak. Value sales are up as stuck-at-home Brits have been peeling back lids and tucking in during lockdown. Now, in a bid to build on momentum from the past year, leading brands are looking to associate themselves with sporting events. Can the category springboard off the nation's post-pandemic pent-up desire for sport this summer and send sales sky high?

Key themes

Sports nutrition

Brands are investing big bucks into sport this year. How are these collaborations boosting brands? Who else is sinking money into sport and why?

Health-focussed NPD

Some health areas have benefited more than others. Soy and dairy-free is the fastest growing segment, up 20.7%, and active health is up 11.2%. Meanwhile fat-free and cholesterol-lowering brands dipped. How is the category's health halo evolving?

Marketing campaigns

Which health cues are winning over consumers and how are brands communicating these? Which demographics are brands targeting and what opportunities are there for growth?

Other sponsorships and deals

Yeo Valley is featuring a garden at the Chelsea Flower Show in September. What other partnerships and events are brands getting involved in and why?

Data

Using Kantar and Nielsen commentary, we explain the rise and fall of certain sub-categories.

Innovations

We will profile four new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.