

The Grocer

Dairymen 2021 - Focus On: Dairy Drinks

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Dairy drinks can't catch a break. Last year, the sector risked being dragged into the sugar tax's remit. That didn't happen – but the category still faces scrutiny over its health credentials. That's as the government prepares to launch its clampdown on products high in fat, salt and sugar (HFSS). So, what are suppliers doing to ensure they won't be affected by laws preventing them from advertising on TV before 9pm and running in-store promotions?

KEY THEMES

HFSS: what are the new rules set to come into force – and how much will they affect the dairy drinks category? How are suppliers preparing? Which brands and products are best placed to avoid the rules, and which are likely to be hit hardest?

Health trends: sales of kefir drinks are surging, according to one major supplier. Another big player has just expanded into such products. Why? What other health trends are driving sales and innovation? Will better-for-you lines duck the impending HFSS rules? How are they informing innovation?

On-the-go: as the UK reopens, what are suppliers plans for tapping the revival of on-the-go and impulse sales?

NPD: We identify four recent or imminent dairy drink innovations. Brands should supply product details of new launches including launch date, rsp and stockists plus image.

Packaging: Jimmy's this year switched to 'bottlecan' format – in a move it said would mean "40 tonnes less plastic on the planet". What have other brands been doing to make their packaging more sustainable?

Flavours: Which are the trendiest right now? Is, say, white-choc latte one of them? And how are trends likely to evolve as ice cream parlours reopen across the UK?