

# The Grocer

Focus On: Batteries

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**Battery brands are up against a number of consumer demands, from safety to sustainability. This January, Stoke-on-Trent Central MP Jo Gideon MP called for higher safety standards. So, what steps are battery makers taking to ensure their products are safe – and how have brands responded? Which ones are leading the way?**

**Button batteries:** In particular, these have come under scrutiny of late. What are button batteries? How widely are they used – and in which appliances and toys?

**Campaign for safety:** What are brands doing to make batteries safer, particularly for children? Are there any standout examples of brands on this issue?

**Consumer trends:** Do batteries affect which toys or appliances consumers purchase? Are battery brands working on strengthening their value proposition?

**Sustainability:** How are brands working to make batteries more sustainable?