

The Grocer

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Focus On: Milk

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In yoghurt and butter, full-fat options are proving popular with shoppers as they turn to healthier fats. Milk, however, isn't having the same experience: volumes sales of whole cows milk have fallen year on year. How come? What's stopping 'blue top' from joining dairy's full-fat trend? Can it tap the craze for fattier dairy?

What are the benefits – health and otherwise – Brits actually want from milk? Which types and brands are benefiting?

Demand for organic milk is on the rise. Why? How are suppliers responding? How does higher demand affect the category's overall price per litre?

What other factors are driving price increases/decreases?

Raw milk: What's the story of its rise in the US? And could it gain popularity in the UK?