

The Grocer

THE DAIRYMEN 2025

Focus On: Dairy Drinks

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Publishing: 20 September 2025

Submissions deadline: 4 August 2025

Advertising deadline: 22 August 2025

The dairy sector has dismissed proposals to include dairy drinks in a new extended sugar tax as “flawed” and “cockeyed”. That’s after it was revealed in May that the government was consulting on proposals to end the exemption from the Soft Drinks Industry Levy for milk-based drinks, as well as non-dairy alternatives. Changes – if there are to be any – will be implemented in October’s budget.

So, what exactly are policymakers proposing? And why? What are the dairy industry’s concerns? How would their products, profits and promotions be affected were such a change come into effect? To what degree would innovation be stymied? Which suppliers are in the most vulnerable position – and which are best braced for impact?

Best case scenario: should the government nix its plan, how will the immediate future play out for the dairy drinks sector? What are likely to be the online trends, shopper demands, retail partnerships and health crazes that inform innovation, marketing and so on?

Supermarkets: What approach have the major mults been taking to dairy drinks, in terms of ranging & merchandising, own label innovation and promotional activity? To what degree would the sugar tax extension change their strategies?

Carbon emissions: How Alpro’s new factory in Kettering is helping reduce its carbon footprint. And how other dairy drinks makers are working to reduce their own footprints.

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