

The Grocer

Focus On Batteries

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Publishing: 6 September 2025

Advertising deadline: 22 Aug 2025

Submissions deadline: 7 Aug 2025

Discount and DIY stores are piling batteries high and selling them cheap with increasingly in-your-face displays at checkouts. To what extent is this helping these retailers win share of the market and how is this impacting batteries sales through the supermarkets? What brands are different retailers stocking and what role (if any) is own-label playing? How are brands trying to differentiate themselves from the competition and how are retailers approaching ranging, merchandising and promotions to energise sales?

Sales: This feature will pay close attention to the sales performances of brands, own label and retailers over the past year and how this is changing. How are retailers using things like merchandising and in-store marketing to energise sales? Who's doing it best? Which brands are winning? Why?

Cost pressures, promotions and retail prices: We are also interested in how inflation is shaping the market and what influence this is having on retail prices. Are brands promoting more to keep shoppers buying? And what influence is all this having on the market share of brands versus own-label?

Innovation: This feature will pay close attention to the latest trends in the wider electronics sector and how these are affecting the batteries market. We will profile four of the most interesting launches ideally ones that have not appeared in The Grocer before. Please provide details of launch date, rsp, pack weight and stockists, as well as a high-re product shot.