

The Grocer

Focus On: Plant-Based Food & Drink

By Rob Brown (rob_j_a_brown@hotmail.com)

Publishing: 8 November 2025

Advertising deadline: 24 October 2025

Submissions deadline: 20 October 2025

The matter of nutrition is a constant headache for plant-based products. As The Vegan Society noted in a [recent op-ed](#) in The Grocer: “If you read only the headlines in mainstream press... you’d be left thinking the entire non-dairy milk sector was a poor nutritional alternative to cow milk.” It’s not just an issue for soy and oat milks: the conversation around nutrition is critical across the plant-based category, from alt-meat burgers and faux-cheese to vegan ready meals.

- So, how nutritional are plant-based alternatives compared to the products they ape?
- How are concerns over nutrition shaping category sales?
- And how are plant-based brands addressing consumers’ concerns about nutrition?

UPF bugbear

- Where does the UPF debate fit into this picture?
- How are sales being affected by UPF worries – and which plant-based sectors are impacted most?
- Any sectors unaffected? Why?
- How are brands responding? Have any reformulated their products?

Cost comparison

- How are prices affecting the category’s ability to compete with dairy and meat products?

Competition heating up

- What new products have been hitting shelves? In which sectors?
- What, if any, health/nutrition claims do they make?

Plant-based for kids

- It’s not just adult consumers that plant-based brands are targeting. Younger consumers are an underserved market – but that’s starting to change. One brand has launched a plant-based range for kids this summer. Does it signal a broader expansion by brands into kids’ foods and drinks? What are some other areas of opportunity for plant-based sales?

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.