

The Grocer

Focus On: Jams, spreads and honey

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Nut butter is hot territory. No wonder brands are vying for a bigger spoonful of this sector. One brand has climbed into the second spot in nut butters – and it's growing. What's behind its success and what other brands are making similar claims?

- Which are the top brands in nut butters?
- What strategies have they employed to win share of the category?
- How important are clean ingredients?

Scrubbing up

- How are brands replacing unhealthy ingredients in nut butters?
- What are they using instead of sugar and palm oil?
- How has peanut butter's new no.1 gotten to the top and what other brands are making similar claims?

Spreading out

- What's going on in jams and other spreads, such as yeast extract and chocolate spread?
- Honey is having a moment thanks in part to the swicy trend. Which brands are doing best – and what have been the most eye-catching launches?
- To what degree consumers also putting a premium on health?

Innovation

- 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.