

The Grocer

Focus On: Ambient & Canned

By Megan Tatum (wordsbymegantatum@gmail.com)

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Intro: Canned food has long been a utilitarian, plain-looking shopping staple to be hidden in kitchen cupboards and pantries. But now, it's increasing something almost decorative. Initially the preserve of Portuguese and Spanish sardines, a slew of beautifully designed products has reinvigorated the canned category.

- How are cans going posh?
- Which brands and categories are driving the change?
- How has this trend affected pricing and value sales?

Premium cans : Posh cans are getting a facelift. What's behind it?

- Who's got the most visually appealing cans?
- Which countries and brands from overseas have inspired the change?
- What role has social media played in making this category more posh?
- How are brands positioning these products – do they come with a premium pricetag?
- Are any brands revamping current products? If so, are they reformulating?
- Why are ambient jars of beans, fish and the like taking off?
- How do they fit into the broader canned category?
- Which brands are driving jars' growth?

Value vs UPFS: The canned category is well-know for offering value for money. Yet, many consumers associate cans with ultra-processed food.

- How are these push and pull dynamics affecting sales of cans?
- Which brands or suppliers are helping shoppers save money?
- To what degrees is it the case that people are buying fewer canned lines due to health concerns? And how are suppliers addressing those concerns?

Own Label: At a time of stronger branded growth, how is own label punching back?

- Which retailers are growing category value. And how?
- Which other retailers are doing well? How are they fighting back against the power of branded canned goods?
- Which own label innovations are drawing in shoppers?

Innovation: The canned category isn't know to be prolific when it comes to NPD

- How innovative is canned these days?
- Who's doing what? And what's preventing more brands and suppliers from launching NPD?
- What are the main concerns when developing new lines? Value? Health? Other?