

The Grocer

Focus On: Healthier Snacking

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Intro: Fibre is everywhere. Hailed by one brand's CEO in a recent interview with The Grocer, it's not just a differentiation point for challenger brands. Even one of the big brands has revamped one of its products to play up fibre. It's also been a big focus for retailers, given health trends.

Fibre:

- How is fibremaxxing shaping purchases in healthier snacks?
- Which viral recipes are driving growth?
- Which brands – from newer challengers to big legacy players – are bringing in healthy snacks innovations?
- What are the trendy ingredients (pulses? Exotic fruits?) helping deliver more fibre?

Protein: The other huge trend in eating is for higher protein content.

- How have snack brands changed their ranges to respond?
- Who is calling out protein on pack?
- To what degree are protein-dense snacks such as nuts benefitting?

GLP-1: There's growing demand for nutrient rich, smaller meals. Is the same true for snacks?

- How has the snacking category been affected by GLP-1?
- Which snacks are most appealing for GLP-1 users?
- How are snacks makers flavouring their products to make them healthier but still tasty?

Pricing: Chips aren't cheap. Are sales dipping?

- How have healthier snacks been affected by inflation?
- Are punters buying fewer of them?
- Are any brands bucking the trend?

Innovation: We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.