

# The Grocer

## Focus On: Own-Label

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**Intro:** Own-label food and drink has been the scene of intense new product development and range revamps over the past year, with retailers doubling down on innovation to capitalise on seasonal sales events and cater for increasingly fragmented consumer tastes. How has this shifted the balance of power between brands and own-label in UK grocery and to what extent is own-label helping retailers cement points of difference and win share?

### Innovation:

- What's fuelling this new spirit of innovation in own-label?
- What have been the most successful launches of the past year?
- Which retailers and brands are really pushing the boundaries in own-label?
- To what extent do new lines reflect changes in eating habits in the UK?
- What's in store for the coming year?

### Good, better, best... and all the rest:

- Which own-label tiers are in strongest growth and decline? Why is this?
- 'Good, better, best' have long been the three key tiers of own-label. To what extent is this changing?
- Many retailers are developing specialist ranges (see M&S's Zoe range, Sainsbury's appetite control range, etc). How are they performing?
- What's next in terms of own-label ranges? Super premium? Specialist nutrition? What else?

### Seasonal sales events:

- Which seasonal sales events offer the most opportunity for retailer own-label?
- Which ranges have been most successful?
- Are any new seasonal sales events coming to the fore?

### Retailer values:

- Own-label ranges have long been used as a way of communicating retail values (i.e. British sourcing, animal welfare, Fairtrade, etc). How do the different retailer own-label ranges differ with this regard?
- To what extent are current world events making it more difficult to maintain values relating to Fairtrade, British sourcing, etc?
- Which retailers lead the way in terms of ethical and sustainable sourcing for their own-label ranges?

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