

The Grocer

Focus On: Lunchbox & Back to School

By Rob Brown (rob_j_a_brown@hotmail.com)

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Intro: Shoppers are reassessing their lunch choices amid the UPF debate. Sliced bread is being swapped for sourdough, sugary yoghurts are getting replaced with natural ones, and beige snacks are being switched for fresh fruit. So, how are suppliers and retailers responding to meet shoppers' evolving expectations?

UPF concerns: The impact

- Which lunchbox staples have become poster children of the UPF debate?
- How have shopper habits changed as a result?
- Is the shift benefiting fresh produce?
- Which brands are innovating to meet demand for cleaner ingredient decks?

On-pack claims: Nutritional benefits

- How are brands leveraging their nutritional benefits to drive sales?
- Which claims have the most appeal and why?
- To what extent are shoppers scrutinising labels more?
- Which red flags are turning shoppers away?

Plant-based: Alt meats and vegan cheese

- How are shifting health concerns impacting sales of alt meats and vegan cheeses?
- Which brands are innovating in this space?
- How are recent launches faring?

Snacking cheese: Lunchbox-friendly formats

- Which brands are innovating in snacking formats for kids and adults, alike?
- How are they differentiating their ranges to appeal to different shoppers?
- Are shoppers buying more of these formats and why?

Allergens: Food safety

- What is the current guidance on allergens in school lunchboxes?
- Which suppliers are making allergen-free snacks for kids?
- How are allergen-free snacks being merchandised in supermarkets?

School meals: Key changes

- What will the government's overhaul of school meals entail?
- Will it mean more children eat hot meals?
- What is the desired public health impact?

Indulgent NPD: Lunchbox treats

- Which ultra-indulgent innovations buck the trend of healthier lunchtime snacks?
- How are these brands luring shoppers?
- What are the flavour trends in treats?

Global trends: Popular lunchtime cuisines

- How are global food trends influencing our lunchboxes?
- Which brands are innovating to cash in on the trends?
- What are the next cuisines to watch?

Meal deals: Retailers tap lunch occasions

- Which retailers have been shaking up their meal deal offerings?
- How are their premium offerings faring?
- Which products are particularly popular for lunch?

Drinks: Popular formats

- What are consumers drinking with their lunch?
- Which flavours and formats appeal?
- Do meal deals encourage them to try new drinks?

Food on-the-go: Highstreet chains

- How are highstreet chains luring hybrid workers through their doors?
- How are they adapting their menus to target lunch occasions?
- Which are the wackiest items on offer?

Brand spotlights: We will profile two brands making an impact in the category. Please provide strong hi res images.

Innovations: We will profile 8 new products or ranges. We need launch date, rsp, and a hi-res picture of each.