

The Grocer

Focus On: Free From

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Intro: Most free-from food products come at a higher price than their standard counterparts – but this gap appears to be widening amid inflationary pressures. So what’s causing prices to rise and what are retailers and suppliers doing to support shoppers’ tighter budgets?

Pricing: Inflationary pressures

- Which segments of free-from are feeling the most inflationary pressure?
- To what extent are suppliers and retailers absorbing the impact?
- Many regions have ended NHS prescriptions for gluten-free bread – what impact is that having?

Innovation: Ground-breaking NPD

- Which suppliers are still managing to innovate amid inflationary pressures?
- What have been the most significant launches?
- How are retailers using seasonal events to launch free from products?

Deals: Mergers and acquisitions

- Which have been the most significant M&As in the category?
- How are these deals likely to impact the category?
- Why are investors interested in free from?

Product safety: Avoiding allergens

- How common are recalls in the category?
- Is mislabelling becoming more frequent as DTC platforms grow?
- What can suppliers and retailers do to better protect shoppers with allergies?

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