

# The Grocer

## Focus On: Breakfast & Brunch

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**Advertising deadline:** 17 July 2026

**Submissions deadline:** 10 July 2026

Intro: Retailers are giving their breakfast ranges a healthy revamp. From protein porridges to granolas tipped to support brain health, private label innovation is giving branded NPD a run for its money. So, how are shoppers responding?

### **Private label:** Innovation

- Which have been the most significant private label launches of recent months?
- What shopper trends are innovations responding to?
- Are the products resonating with shoppers?
- Which own label ranges are stealing share from brands?

### **Brands:** Standout performers

- Which names are driving growth?
- Which brands are losing share?
- How does their performance reflect changing shopper habits?

### **Health:** Category impact

- How are concerns about UPFs and nitrites impacting breakfast?
- What ingredients or added benefits are shoppers seeking?
- To what extent has GLP-1 use impacted the category?

### **Foodservice:** Breakfast to-go

- How are foodservice brands improving their offering?
- What are the standout trends?
- How are indulgent lines faring amid heightened health concerns?

### **Social media:** Key trends

- How is social media impacting the way we eat breakfast?
- What have been the standout viral trends?
- Which brands are leveraging social media to effectively drive sales?

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

**Innovations (4x100 words):** We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.