

# The Grocer

## Focus On: Plant-based meat alternatives

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**Intro:** Sales of plant-based meat alternatives are sluggish as shoppers' concerns over UPFs sharpen, with some big names in the category making major losses. But with future food security under threat, there's a huge incentive to turn things around – so who's investing in the category?

**Investment:** State of play

- Are investors putting money into the category – why/why not?
- Which brands have splashed on major marketing campaigns?
- Which brands have thrown money behind a repositioning or an innovation pipeline?

**Supermarkets:** Ranging and merchandising

- Are plant-based meat alternatives losing shelf space?
- Which supermarkets champion the category?
- What could retailers do to better support sales of plant-based meat alternatives?

**Innovation:** Alt-meat 2.0

- Burgers and nuggets have been played out – what are the wackier innovations of the past 12 months?
- Why haven't plant-based fish alternatives hit the mainstream?
- What products are we likely to see next?

**EU regulation:** A ban on 'meaty' words

- How does legislation on the marketing of plant-based meat alternatives differ between the UK and EU?
- How do suppliers anticipate that the EU ban on 'meaty' words in their marketing will impact sales?
- How are brands that sell in both the UK and Europe adapting their strategies to suit both?

**Lab-grown meat:** The state of play

- What's the current outlook for lab-grown meat in the UK?
- Which companies are pioneering in this space?
- What are consumers' attitudes towards the category?

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