

The Grocer

Focus On: CBD

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Publishing: 5 September 2026

Advertising deadline: 20 August 2026

Submissions deadline: 14 August 2026

Why CBD brands might disappear from supermarket shelves

Intro: The Cannabis Trades Association warned the Food Standards Agency in June that a SPS dynamic alignment with the EU could risk thousands of CBD products being pulled from shelves in the UK. So, how are suppliers readying themselves for the fallout?

CBD regulation: The state of play

- What will it mean for CBD brands if the UK aligns with EU regulations?
- What would it mean for suppliers whose applications for FSA approval are still pending?
- What would be the anticipated commercial impact for brands forced behind pharmacy counters?

Innovation & reformulation: Standout launches

- Are any brands still launching CBD products into the market?
- How are brands diversifying with non-CBD innovation?
- Which brands have reformulated their products to meet the FSA's guidelines?

Investment: CBD's next phase

- Are investors still putting money into this category in flux?
- Which brands have recently received a cash injection?
- Which markets are they eyeing up?

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