

# The Grocer

Focus On: Batteries

By George Nott ([george.nott@thegrocer.co.uk](mailto:george.nott@thegrocer.co.uk))

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## How batteries are staying relevant

From games console controllers to remote control cars and desk fans, many electronic devices that used to run on batteries can now be charged with a cable. So how are battery suppliers maintaining relevance as technology advances?

### Batteries: State-of-play

- Why are batteries vital for devices like TV remotes and smoke alarms?
- Where else are they used in the home?
- How are brands faring compared with own label batteries?
- What matters most to shoppers: price or performance?

### Marketing: Standout campaigns

- How are brands communicating their superior performance?
- Which have been the most impactful campaigns?
- Which brands are working hardest to standout on shelf?

### Power banks: Safety concerns

- Why are consumers being advised not to pack power banks in their luggage?
- To what extent do these devices pose a fire hazard at home?
- Are suppliers innovating to improve their safety?

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