

The Grocer

Focus On: Chocolate

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Intro: From flavour filled bars, to tablets studded with popcorn, and chocolate bites with cookie dough centres, innovation is booming in the chocolate category. So what's driving the recent flurry of NPD and what's set to be the next big thing in chocolate?

Innovation: Stand-out launches

- Which have been the most significant chocolate launches of recent months?
- What role have branded tie-ups played in the category?
- Is the category becoming more premium?
- Are the products resonating with shoppers?

Global flavours: Goodbye Dubai?

- Have we finally reached the end of the Dubai chocolate craze?
- Is Japanese chocolate set to be the next big thing?
- Which other markets are chocolatiers taking inspiration from?

Food safety: Allergen-related recalls

- Why was Dubai chocolate subject to so many recalls in the UK?
- What lessons have been learnt?
- Why is it risky to jump on viral trends from a food safety perspective?

Seasonal gifting: Easter & Christmas

- How important are Easter, Christmas, Valentine's Day and other celebrations to the category?
- Which lines performed particularly well last year?
- What can we expect from next year's seasonal lines?

Cocoa prices: The state of play

- How are cocoa prices faring following months of record-breaking inflation?
- Have prices in the category come down?
- What have suppliers done to mitigate the impact of elevated ingredients costs?

Advertising: Online ad ban

- What impact has the online and pre-watershed ad ban on LHF had on the category?
- Which suppliers are getting creative with their TV ads?
- How are they reallocating spend?

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

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