

The Grocer

Focus On: Fibre & Gut Health

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Intro: M&S Food MD Alex Freudmann has called for a review of fibre labelling rules to boost the nation's intake. His letter to the health secretary was signed by nutritionists and doctors, alike. So, why is everyone making such a fuss about fibre?

Fibre: Boosting our intake

- Why are consumers missing their daily intake target for fibre?
- What are the potential health risks associated with not getting enough?
- Why can products carrying fibre claims help?
- How are brands restricted by labelling rules and how do they get around this?

Gut health: Other things we need

- Aside from fibre, what else do we need for gut health?
- How are brands educating consumers about the difference between probiotics and prebiotics?
- Why is gut health important?

Weight-loss drugs: Products for GLP-1 users

- How can weightloss drugs impact gut health?
- Which products can help to ease the symptoms?
- Are the higher price tags these products often carry justified?

UPF concerns: Natural versus processed

- Can ultra-processed foods play a positive role in gut health?
- Is it possible to get our dietary needs from whole foods alone?
- How is growing demand for natural foods buoying sales of ferments?

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

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