

The Grocer

Focus On: Protein

By Rob Brown (rob_j_a_brown@hotmail.com)

Publishing: 24 October 2026

Advertising deadline: 9 October 2026

Submissions deadline: 2 October 2026

Intro: From water to coffee and snack bars to porridge pots, it seems like protein is in everything these days. But as shoppers become more discerning about the nutritional quality of their food, will protein's stock continue to rise?

Protein's origin story: Where it came from

- When did people start caring about eating more protein?
- What role did diet culture play in protein's rise?
- What did the first food & drink products with added protein look like?
- What were the initial barriers for consumers?

Going mainstream: Beyond the gym

- What is the difference between sports nutrition protein products and ones for mainstream consumers?
- Which sports nutrition brands have pivoted to capture a mainstream consumer?
- How did they adapt their marketing and innovation strategies?

Protein needs: Dietary requirements

- Why is protein important?
- How much of it do normal adults need compared to bodybuilders?
- Which consumers are at risk of deficiency?

Popular categories: Making gains

- Which categories are bringing in additional cash with added protein lines?
- Why are shoppers looking for protein in these areas?
- Where is there a gap for added protein innovation?

Supermarkets: Ranging and merchandising

- Which retailers are doing protein best?
- Which are prioritising protein in own label innovation?
- How are shoppers responding?

UPF concerns: Natural versus processed

- How are UPF concerns changing shoppers' protein-buying habits?
- How are protein shakes and bars faring?
- Is there an opportunity for less processed foods to shout about their protein content?

GLP-1 users: Specialised nutrition

- How important are GLP-1 users for the future of protein?
- Which products in particular stand to benefit from increased uptake of weightloss drugs?
- Are brands allowed to explicitly market their products for GLP-1 users?

Creatine: The benefits

- What is creatine and what does it do in the body?
- Why is it cropping up in protein products?
- Can we expect it to go as mainstream as protein?

Brand spotlights: We will profile three brands making an impact in the category. They must 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.