

The Grocer

Focus On: Plant-Based Food & Drink

By Grace Duncan (grace.duncan@thegrocer.co.uk)

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Submissions deadline: 16 October 2026

Intro: Plant-based brands are innovating to cash in on all food and drink occasions. From oat-based matcha lattes to soya meal replacement shakes and vegan croquettes, the latest tranche of innovations provide solutions for every time of day. So where are the big growth opportunities?

Innovation: Standout launches

- What have been the standout plant-based launches of the past 12 months?
- Which consumer trends do these innovations respond to?
- Which ingredients and flavours are most prolific?

Marketing: Restrictions

- What implications do the Supreme Court's ruling against one brand have for the wider dairy-free drinks category?
- How are meat alternative brands preparing for the EU's clampdown on labelling?
- Which suppliers are leading the way with imaginative ad campaigns?

Sugar tax: Implications

- What implications will changes to the Soft Drinks Industry Levy have on dairy-free brands?
- What do dairy-free suppliers make of the legislation?
- Which brands are planning to reformulate ahead of the change?

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

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