Focus On: Cereals & On-The-Go

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Publishing: 16 January 2027
Advertising deadline: 4 January 2027
Submissions deadline: 11 December 2026

Intro: Cereal brands are reformulating their products. After a swathe of brands tweaked their recipes to make them non-HFSS, one brand recently dialled down the amount of dried fruit and nuts in its mueslis whilst another brand removed rice from it's products – but why?

Reformulations: Rationale

- Which brands are reformulating to make their cereals healthier?
- Why might some be choosing to reduce the amount of dried fruit and nuts?
- Which ingredients are being impacted by climate change?

Granola: NPD pipeline

- What's behind the flurry of recent granola launches?
- Which suppliers are throwing serious cash behind their granolas?
- Which lines are performing best?

Functional benefits: Healthy cereals

- Which functional benefits are cereal brands calling out on pack?
- Are shoppers more likely to buy a cereal with a nutritional claim?
- How are retailers merchandising functional cereals to drive sales?

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