



Industry Leaders speak

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What are consumers looking for from supermarkets, when it comes to Free-From Foods?

After several years of evolution, the Free-From category has secured its place in most European supermarkets, generally in a dedicated section or aisle space. I believe the next evolution, however, will be for Free-From foods to permeate other categories, and become part of the everyday shop, rather than a specialist purchase. The quality levels are there, but it's time for supermarkets to acknowledge that, by offering a wider variety of positioning in-store.

Are brands offering sufficient value for money?

Value for money will continue to be a key consumer consideration. However, the wide variety of private label Free-From options now available has led many leading brands in the category to re-evaluate their pricing structure. This can only be a positive development for the sector – the high price of items (including many staple goods) remains a barrier to purchase for many consumers.

What can supermarkets do better?

I believe more could be done in smaller-format stores, such as convenience and forecourt operators, to offer a greater range of Free-From options. In these sectors, food-to-go is a core sales driver, and given the lack of brand penetration in this market, Free-From foods are often overlooked. Retailers could work to develop more Free-From options in these sectors as an added-value option for consumers.