

Scottish Grocer feature synopsis

March 2018 edition

Sugar confectionery feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday 29 January, 2018**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

Issues

General market trends: What do you see as the main sugar confectionery market trends and the likely main influences on the market looking forward?

Types of product: What do you see as the most popular types of products (eg soft gums, extreme flavours etc) for various consumers and which styles do you see doing well in the coming year or two?

Innovation. Recent sugar confectionery developments have included: new sharing-sized packs; small, inexpensive, controlled portion-sized packs; retro products and more. What new product developments and launches have you been involved in recently? Why have you carried out those developments and how have the products performed? Do you have any innovation/development planned for the near future?

C-store advice. What are your top tips for retailers who want to make the most of sugar confectionery generally and your brands and products in particular?