

Scottish Grocer feature synopsis

May 2018 edition

Big night in feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday March 26th, 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*

There are over 5000 titles available on Netflix alone at the moment which, when thrown in with Amazon's streaming service and the huge libraries of music available from Spotify and Apple, gives consumers plenty of choice if they choose to stay home. It shouldn't be much of a surprise then that the Big Night In shows no sign of stopping, particularly as consumers continue to be careful with their spending. In this feature we'll look at where the Big Night in opportunities lie as well as asking if the at home occasion has been influenced by some of the larger trends in convenience. We'd welcome your views on the following:

- **In your view, how popular is the big night in occasion at present? Has this occasion grown in prominence or are consumers turning back towards evenings out? What do you reckon are some of the main factors influencing consumer behaviour?**
- **What categories and formats do you find customers are picking up for their Big Night In? Have you seen any change in this regard in recent months/years? Healthier eating and dietary requirements are in growth across categories, is this something that's impacting on the Big Night in Occasion? Or is there perhaps a treat mechanic at play here that allows for a bit of indulgence?**
- **What sort of steps can retailers take to link categories together in store in a way that makes the shopping experience straightforward for shoppers on a Big Night In mission?**
- **What steps can retailers take to turn their store into a Big Night In destination? How do you feel about stores making changes to their merchandising/range by day of the week/time of day? How might such targeted merchandising improve Big Night In sales?**

• What kind of products/categories should retailers expect to see become increasingly popular parts of the Big Night In? Why do you think this is the case and what can retailers do to make sure they're ahead of the curve?