

Scottish Grocer feature synopsis

May 2018 edition

Filters, papers and lighters 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*

Few categories ever go through the kind of changes endured by tobacco as part of the implementation of EU TPD2, but how are the accessories firms holding up? In this feature we'll look at the lay of the land for tobacco accessories in Scotland's c-stores and ask where the areas of growth are for retailers to exploit. We'd welcome your views on the following:

- **How would you assess the performance of filters, papers and lighters in Scottish stores at the moment? How do today's figures compare with those of years gone by, what is the direction of travel and why might that be? Are there any areas of growth particularly worthy of attention?**
- **What cigarette paper formats are performing well at the moment? Why might that be the case? What advice would you offer retailers when it comes to ranging cigarette papers? What would you consider to be the must stocks of the category?**
- **How has the implementation of TPD2 affected the accessories market? Has there been any movement towards separate papers/filters with the demise of the value 3in1 packs that proved popular before new minimum RYO pack sizes were introduced?**
- **A large proportion of lighter sales are undoubtedly emergency purchases for consumers caught short, but what steps can retailers take to extract more from the category? How can retailers range and merchandise their lighters to encourage consumers to think beyond "and your cheapest lighter"?**
- **What advice/support would you offer to help retailers ensure their accessories range is compliant with Scottish/EU legislation?**