

Scottish Grocer feature synopsis

June 2018 edition

Household paper feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday April 30th, 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 few categories that can boast the penetration of household paper, with major brands to be found in just about every home in the country. In this feature we'll look at how c-stores can get their fair share of household paper sales and ask producers to weigh in with their assessment of the category's performance. We'd welcome your views on the following:

- **How would you assess the performance of household paper in c-stores at present? What kinds of paper perform well? What are the key trends in the category for 2018?**
- **How does purchase of household paper in c-stores differ from in the supermarkets? What difference, if any, is there in the proportion of planned vs. distress purchases between these two channels? How might that impact the way a c-store retailer builds and merchandises their household paper range?**
- **How important is brand recognition to household paper sales?**
- **Concern for the environment is high on the agenda for many consumers. What steps have household paper producers taken to offer more eco-friendly products? What are the advantages to stocking eco-friendly household paper products?**
- **What pack formats prove most popular in c-stores? Why is this the case? How important are PMPs to household paper sales in the convenience channel?**
- **What recent product innovation within household are you most excited about?**