

# Scottish Grocer feature synopsis

June 2018 edition

## Oral care feature

Editorial contact for this feature is

**Matthew Lynas** [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com) 0141 567 6074

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*

**No one wants to spend too much time in the dentist, which means oral care products are a necessity for just about every household in the country. In this feature we'll look at how retailers can create the ideal c-store oral care offer and ask where the exciting areas of innovation are across toothbrushes, toothpaste, and mints and gums. We'd welcome your views on the following:**

- **How do purchasing habits for oral care products differ between supermarkets and smaller independent stores? What are the best oral care opportunities for Scottish c-stores? How important is the distress purchase to the oral care category in c-stores? What are the best selling oral care products in Scotland?**
- **In toothbrushes, what are the current trends in the sub-category and what kinds of toothbrushes should c-store retailers stock to ensure all bases are covered, without taking up too much shelf space?**
- **In toothpaste, how important is brand recognition to the overall performance of the category in store? What are some key considerations for c-store retailers when building a toothpaste range? What kinds of on-pack claims resonate with today's consumers and why?**
- **In mints and gums, how have new formats and larger formats fared in the last year? How can retailers position/merchandise their mint and gum range to tap into the oral care opportunity? What have been the most interesting developments in mints and gums in terms of oral care?**
- **How important is it to stock a variety of pack sizes and formats in oral care? What pack sizes and formats are proving popular at the moment and why? How important are PMPs to overall oral care sales?**

- **What product innovation are you most excited about for 2018?**