

Scottish Grocer feature synopsis

June 2018 edition

Sugar confectionery 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*

Sugar hasn't had the easiest time in the media recently but, along with the soft drinks industry, producers have been engaged in reformulations and launching healthier options for some time now suggesting the category is on top of changing habits. In this feature we'll assess how sugar confectionery is performing at present, take a look at the key trends and ask what retailers can do to make sure confectionery performs to its full potential in their store. We'd welcome your views on the following:

- **How would you assess the performance of sugar confectionery in Scottish stores over the last 12 months? Which parts of the category are showing the strongest growth? What are the key trends in the category at the moment?**
- **What are the major occasions for sugar confectionery at the moment? How can retailers tailor their offer to these occasions and increase basket spend?**
- **What pack formats are proving most popular within sugar confectionery? Why do you think this may be the case and what can retailers do to make the most of this opportunity? How important are PMPs to sugar confectionery and what sort of availability are you able to offer retailers in this regard?**
- **What styles of sugar confectionery are resonating with consumers? Retro brands? Chews? Gums? Mints? Why might this be the case?**
- **The Scottish Government is currently investigating a broad spectrum of policies aimed at tackling obesity. What steps have sugar confectionery producers taken to ensure their category has plenty of healthier options**

for consumers? How popular have low and no sugar variants proved to be with consumers? What sort of consumer picks up a low and no sugar confectionery product?

• What product innovation within sugar confectionery are you most excited about?