

# Scottish Grocer feature synopsis

June 2018 edition

## Yogurts and desserts 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*

**Whether consumers are looking for an indulgent treat or a healthier addition to their home cooking, yogurts and desserts offer plenty of options. In this feature we'll look at how both yogurts and desserts have been performing in Scottish stores and we'll ask how the category is changing and where the opportunities for retailers are. We'd welcome your views on the following:**

- **How would you assess the performance of yogurts/desserts in Scottish stores over the last 12 months? Which parts of the category are showing the fastest growth?**
- **What are the key occasions for yogurts/desserts and what steps can retailers take to make the most of these opportunities in their stores?**
- **What impact has the increasing adventurousness of home cooking in the UK had on the yogurt category? In your view, what can retailers do to position yogurt as more than just a breakfast option?**
- **Health and wellness are big consumer trends for 2018. How have dessert producers responded to increasing demand for healthier options? What impact, if any, has the healthy eating trend had on the dessert category?**
- **What pack formats are performing well in yogurts/desserts? How important are PMPs to yogurt/dessert sales?**
- **What product innovation within yogurts/desserts are you most excited about for 2018?**