

Scottish Grocer feature synopsis

August 2018 edition

Confectionery feature

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday June 26, 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*

Despite the finger wagging of some celebrity chefs, confectionery – including low and no sugar variants - continues to perform in Scottish c-stores as consumers seek out a sweet treat for occasions ranging from a big night in to long trips in the car. In this feature we'll look at how confectionery is performing at present as well as ask what steps retailers can take to improve their offer – even if the Scottish Parliament opts to enforce a multibuy ban in the future. We would welcome your views on the following where appropriate:

- **How would you assess the performance of confectionery in the Scottish convenience sector? In your view, what impact can a strong confectionery offer have on a store's overall performance?**
- **It might seem early doors for consumers, but August isn't too early for retailers to start thinking Halloween. In your view, when should retailers get the ball rolling on Halloween in store? How can retailers use Halloween to generate impulse sales in advance of 31 October?**
- **Hanging bags are a hit in c-stores at present, is this trend showing any signs of waning? Why are hanging bags and other sharing packs proving so popular at the moment? Are there other pack formats or sharing NPD that you think retailers should be aware of?**
- **The Scottish Government is currently considering curtailing retailers' ability to promote confectionery in store. Should a ban on multibuy, 241s etc. occur, what are some steps retailers can take to ensure customers still see the value in a c-store's confectionery offer?**
- **Sugar has been high on the health agenda for children and adults. What steps have confectionery firms taken to meet demands for healthier**

products? Despite the concerns, do sugary treats still have their place in the confectionery category?

- **How can retailers best merchandise their confectionery range to boost impulse sales and generate link sales? When should retailers consider multi-siting confectionery SKUs in store? How important is it to make use of available manufacturer's POS? What other steps can retailers take to generate some in-store theatre?**