

Scottish Grocer feature synopsis

August 2018 edition

Lunchbox 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 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*

Consumer confidence is far from an all time high at present, with many households keeping a close eye on budgets. With school kids and plenty of adults taking a packed lunch with them when they leave the house each morning, there's an opportunity for retailers who can set their store up as an ideal spot to fill a lunchbox. We would welcome your views on the following where appropriate:

- In your view, what products/categories are finding their way into lunchboxes at present? Where are the areas of growth and how can retailers best tap into current trends?
- How has the media spotlight on childhood obesity affected the school lunch market? What steps have producers taken to ensure parents feel comfortable with the snacks/meals they are sending kids to school with?
- What pack formats perform well with consumers seeking lunchbox fillers? How important is it for c-stores to include multipacks in their offer?
- With consumers continuing to watch their spending, the lunchbox occasion isn't limited to school kids. What can retailers do to attract adult consumers looking for a lunchbox filler to their store? What kind of products are adult consumers seeking out for their packed lunch?
- What merchandising tips could you offer retailers who would like to grow sales through the packed-lunch occasion? How can retailers generate link-sales through the packed-lunch occasion? What can retailers do to differentiate their lunchbox offer from a typical food-to-go proposition?