

Scottish Grocer feature synopsis

July 2018 edition

Pet food feature

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday May 29, 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*

Pet owners love their four-legged friends, with many prepared to spend what it takes to ensure their creature's comfort. In this feature we'll look at how pet food is performing in convenience at present and ask what steps retailers can take to improve this in their store. We would welcome your views on the following where appropriate:

- **How would you assess the performance of pet food in Scottish c-stores at present? Where are the areas of growth? How have changing consumer purchasing habits impacted the category? How has the rise of the little-and-often shopper affected c-store retailers when it comes to sales of less impulsive categories like pet food?**
- **In your view, how has the pet food market changed in recent years? What changes have you seen in new product development terms, pack size, number of brands and frequency of purchase?**
- **What are the key considerations for retailers when ranging pet food? What advice can you offer retailers in terms of merchandising to help create an eye-catching display that's easy to shop?**
- **How important is the distress purchase to the performance of pet food in c-stores? What can retailers do to ensure customers in need of pet food for tonight leave the store satisfied?**
- **What pet food pack sizes/formats perform well in c-stores? Why do you think this is the case? How important is the price mark to the success of pet food?**