Scottish Grocer feature synopsis

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Batteries

Editorial contact for this feature is
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Deadline for editorial submission **Friday, August 31st 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*

No kid wants to wake up on Christmas day to discover their great new toy has batteries missing, and no adult wants to be stuck with a TV remote refusing to play ball. In this feature we'll look at how retailers can ensure they've got the right battery range to meet current consumer demand and ask how convenience stores can benefit from making the most of the category. We would welcome your views on the following where appropriate:

• How are batteries performing in independent retail at the moment? What brands, formats and pack sizes are performing well at the moment? How has this changed over the years?

• How seasonal are battery sales? Should retailers expect to see an uplift as Christmas approaches?

• How can retailers merchandise batteries to generate link sales in their store and lift overall basket spend? What categories work well alongside batteries? Where should batteries be positioned in store to perform at their best?

• Who is purchasing batteries from independents/convenience? Would you expect to see a high-level of distress purchases?

• For retailers with limited space, what are the key battery sizes, pack sizes and brands to stock?

• How has evolution in other categories affected demand for batteries? What kinds of batteries might retailers expect to see performing well in the future? Where are the areas of growth at present and why?