

Scottish Grocer feature synopsis

September 2018 edition

Bottled water feature

Editorial contact for this feature is

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Deadline for editorial submission **10 August 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*

With the implementation of the sugar tax and one of the best British summers in living memory, on the face of it, 2018 should be a good year for bottled water sales. In this feature we'll assess how bottled water has been performing and ask producers what steps they've taken to extend and improve their offer.

• How would you assess the performance of bottled water in the convenience sector? Which formats in particular do you see as offering strong potential for increasing sales and what would your predictions be for the future of bottled water in Scotland's convenience stores?

• What impact has the implementation of the sugar tax had on bottled water performance in convenience? How has an increasing focus on health affected bottled water performance in Scottish stores?

• Sustainability has become a major topic of interest over the last year, with both Scottish and UK governments set to introduce deposit return schemes in the near future. What steps have bottled water producers taken to improve sustainability and combat plastic waste?

• Sparkling water is a proven winner on the continent, but how do bubbles fair in Scotland? Where do the growth opportunities lie in the sparkling water sub-category and what can retailers do to encourage their customers to pick up a bottle?

• Are there any emerging trends in bottled water formats that retailers should take note of? How are larger take home packs performing at present and should retailers expect to see bottled water sales rising in ambient areas of their store, and not just the chiller?

• What advice can you offer retailers looking to effectively merchandise/display their bottled water range? What are some of the key considerations when merchandising bottled water and are there any advantages to multiple siting?

• Water will always be water but that hasn't stopped brand from across packaging, format, labelling and even the liquid. Do you have any recent NPD or product launches on the horizon that would be of interest to Scottish retailers?