

# Scottish Grocer feature synopsis

October 2018 edition

## Christmas Confectionery feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday, August 31<sup>st</sup> 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*

**Christmas is already on the minds of many retailers, who will all want to use the festive season to make the most of their confectionery range. In this feature we'll ask what will be important for consumers over the Christmas period, and how producers think the confectionery category will perform. We would welcome your views on the following where appropriate:**

- **In your opinion, what confectionery trends are looking to be important for Christmas 2018? In what ways might consumption over the festive season differ from the rest of the year?**
- **With concerns over sugar ever-present, do you expect to see more low-sugar options becoming popular this Christmas? Or do consumers see Christmas as a time for indulgence and treats?**
- **What formats perform well during the festive period? What are the advantages to stocking larger formats/gifting packs – even in stores with limited shelf space?**
- **Do you have any festive NPD to share with retailers?**
- **How should retailers approach merchandising and display this Christmas? How can retailers add a bit of a seasonal feel/in-store theatre to their confectionery display? Will you be offering any POS materials to assist retailers in this area?**