

Scottish Grocer feature synopsis

October 2018 edition

Functional and energy drinks feature

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'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*

The popularity of the functional and energy drinks market shows no sign of slowing down, as consumers seek out drinks that offer something more – whether that be a lift in concentration, a protein boost, or a vitamin kick. In this feature we'll examine the functional and energy drinks market, and how retailers can stay on top of the developments in the sector.

- **In your opinion, how has the energy and functional drinks market changed over the last 12 months? What trends in the market do you see as being important going forward?**
- **What sub-categories within functional and energy do you see performing particularly well? Where are the areas of growth that retailers should look out for and what do you think is driving that growth?**
- **How has growth in food to go impacted on functional and energy drink sales? In your view, is there scope for retailers to work functional and energy products into meal deals and other promotions?**
- **How has the sugar tax affected the energy drinks category? How can retailers promote energy drinks to customers that are more health-conscious?**
- **What advice can you offer retailers on encouraging customers to try new functional and/or energy SKUs? What steps can retailers take to get their customers engaged with**

the category and how important is merchandising/POS in this regard?

- **Do you have any advice of how retailers can merchandise their energy drinks to make them eye-catching and maximise sales?**