

Scottish Grocer feature synopsis

October 2018 edition

Nicotine

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*

Tobacco retailing is almost as restricted as one could imagine, although the latest overtures from Holyrood suggest yet more regulation could be on the way. Despite this, tobacco products continue to be a core category for convenience retailers and existing adult smokers expect availability and choice from their local shop. In this feature we'll look at current trends in tobacco retailing and look to the future for the category. We would welcome your views on the following where appropriate:

- **How has the tobacco category evolved over the last year? What price points are proving popular with existing adult smokers and has this changed since the implementation of EU TPD2?**
- **How has the RYO market developed over the last 12 months? What demographic of existing adult smoker is purchasing RYO and has this shifted in any way since EU TPD2?**
- **Price is always a key consideration for consumers. What are the advantages for retailers to sticking to RRP? What kind of margins can RRP offer and should retailers expect any evolution in this area in future?**
- **Is there any evidence that illicit trade is having an impact on legitimate tobacco sales since the implementation of EU TPD2? What steps can retailers take to help combat illicit trade?**
- **What kind of support from tobacco brands is there currently on offer out there for retailers?**
- **How are cigars performing in independent convenience at the moment? Who is purchasing cigars? What formats are they purchasing? Which sub-categories are performing particularly well?**