

# Scottish Grocer feature synopsis

October 2018 edition

## Price-marked packs

Editorial contact for this feature is

**Matthew Lynas** [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com) 0141 567 6074

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*

**A trend that emerged from the recession, price-marked packs have become a staple of convenience retailing. In this feature we'll look at the advantages of stocking price-marked packs and assess the availability of PMPs as well as how retailers can best use the format in store. We would welcome your views on the following where appropriate:**

- **In your view, why are customers attracted to PMPs? What does a PMP signal to customers in terms of quality and value?**
- **What PMPs do you offer in your range? How are the margins in your PMP range? Why have you selected these particular SKUs for price mark.**
- **How should retailers position and merchandise PMPs in store? In your view, should retailers consider introducing a price-marked section (e.g £1 aisle etc.)?**
- **What are your views on the future of PMPs? With both the Scottish and UK Governments talking up possible legislation to curtail the sale of products high in salt, fat and sugar, do you believe PMPs can still have a place in convenience retailing under tighter regulations on promotions and displays?**
- **What are the advantages/disadvantages to stocking seasonal/limited-run PMPs? In your experience, how do consumers react to promotional price-marked products?**