

# Scottish Grocer feature synopsis

November 2018 edition

## Confectionery feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday, 28<sup>th</sup> September 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*

**Sugar seems to be firmly out of favour with governments and health experts, but many consumers still regularly pick up confectionery when visiting c-stores. In this feature, we will look at the future for the confectionery market amidst a time of upheaval, and how c-store retailers can make the most out of the category in a health-conscious market. We would welcome your views on the following:**

- **How has an increasing health-consciousness among consumers, affected confectionery category trends? How is the category performing at present and where are the areas of growth?**
- **How have confectionery producers responded to demand for healthier alternatives? Could you give any examples of NPD that's tapping into the demand for less sugar and how have these products performed in independent convenience?**
- **The Scottish government is proposing extensive legislation on high sugar products, including banning the display of these products at the end of aisles or the front of stores, and preventing them from being included in multibuy offers (<https://www.scottishgrocer.co.uk/2018/08/retailers-react-to-obesity-plan/>).**  
**What are your thoughts on these measures? How might retailers continue to generate confectionery sales in a more restricted retail environment?**
- **How important is Christmas to annual confectionery sales? What can retailers do to make the most of the season?**