

Scottish Grocer feature synopsis

November 2018 edition

Filters, papers and lighters feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday, 28th 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*

Roll your own has enjoyed some notable success in independent retail as existing adult smokers continue to recognise the value of the format, which should be good news for filters, papers and lighters sales. In this feature we'll look at how filters, papers and lighters have performed in Scottish stores and ask what retailers can do to ensure they're making the most of this opportunity. We would welcome your views on the following:

- **How have filters, papers and lighters been performing in convenience stores over the last year? Has the implementation of EU TPD2 had much of an effect on the performance of these categories? What do you think the key trends are in filters, papers and lighters and what's driving these trends?**
- **What tobacco accessories brands and products do you offer and how would retailers benefit from stocking these lines?**
- **How can retailers effectively hand-sell their filters, papers and lighters without falling foul of Scottish, British and/or EU tobacco regulations?**
- **Has there been any innovation in filters, papers and lighters over the last year? Have you brought any NPD to the table and, if so, what do these new SKUs offer and how have they performed?**
- **How have bundled packs of, for example, tobacco and papers affected tobacco accessory sales? With such packs available on the market, how can retailers maintain sales of filters and papers? What do non-bundled papers and filters offer existing adult smokers?**

