

# Scottish Grocer feature synopsis

December 2018 edition

## 2019 Must Stocks feature

Editorial contact for this feature is

**Alex Burns** [alex.burns@peeblesmedia.com](mailto:alex.burns@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission **Friday 26 October, 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*

**As this year draws to a close we'll be looking back at the major market trends of 2018 and predicting what will be the must-stock products for 2019. In this feature we will look at products that have been showing major growth, or catching the imagination of consumers. We would welcome your views on the following:**

- **Which of your brands or services do you think retailers must stock products for next year? Relevant examples could be: high protein products; reformulated products with reduced sugar; free-from products; premium spirits; craft beer; alcohol-free products; food to go; in store services and franchises; loyalty apps; in-store technology; e-cigarettes and vaping. (As well as anything else that you think is relevant)**
- **If retailers introduce these new categories- what is the best way to go about doing it?**
- **What do you think the key consumer trends for 2019 will be? Why might that be? What emerging trends from 2018 do you expect to see gaining more traction next year?**
- **How should they merchandise/display new lines to catch the customer's eye, without affecting the sales of top-performing products?**
- **What range rationalisation tips can you offer for retailers? How much of an opportunity should retailers give new SKUs to perform? When is the right time to delist?**