

Scottish Grocer feature synopsis

January 2019 edition

Bottled water feature

Editorial contact for this feature is

Alex Burns alex.burns@peeblesmedia.com 0141 567 6032

Deadline for editorial submission **November 26th, 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*

Selling bottled water in Scotland would have sounded mad 20 years ago, but the category is going from strength to strength and has seen impressive growth in recent years. In this feature we'll take a look at the performance of bottled water in Scottish stores and ask how retailers should set up their ranges to make the most of the opportunities water provides.

- **How would you assess the performance of bottled water at present? Do you anticipate more growth in 2019? What pack sizes/formats are performing particularly well?**
- **How is the category responding to concerns about plastic waste and pollution?**
- **How can retailers ensure that bottled water performs in the chiller without taking shelf space away from other successful SKUs?**
- **With less obvious difference between brands, what draws consumers to one particular bottled water over another? How can retailers ensure they merchandise brands in the best possible way?**
- **What role can multipacks, promotions and meal deals play in lifting bottled water sales? Other than the meal deal, how can retailers boost sales in this category?**
- **Do you have any NPD you want to shout about?**