

Scottish Grocer feature synopsis

January 2019 edition

Healthy snacking feature

Editorial contact for this feature is

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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*

With the Scottish Government proposing new restrictions on the sale of confectionery and crisps, retailers may be wise to stock up on a healthy snacking range to stay ahead of the curve. In this feature we'll look at the healthy snacking category, who is likely to be purchasing in this market and how retailers can make the most of the category.

- **How are healthy snacks performing in Scottish stores at present? How has the healthy snacking market changed over the last year?**
- **What kind of consumer is picking up healthier snacks? Do you think healthy snacks have gained a more mainstream appeal?**
- **How should retailers merchandise this category? Should healthier snacks be placed alongside other savoury and confectionery treats or are there advantages to stocking healthier options in their own section?**
- **What are the must-stock products in this category? How can retailers ensure they're stocking a range to match different consumer demands?**
- **Do you have any NPD you want retailers to know about?**