

# Scottish Grocer feature synopsis

January 2018 edition

## Nicotine 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*

**When it comes to nicotine, consumers have more choice than ever, with the rise of e-cigarettes and roll your own diversifying the market in recent years. In this feature we'll look at the current position of the nicotine market, and ask what steps retailers can take to stay on top of a category that's continuously evolving.**

- **Following EUTPD2, do you think consumers still loyal to brands or are their purchasing decisions more price led?**
- **What should retailers take into consideration when pricing tobacco in their store? Is selling at RRP a good way to drive sales?**
- **In your view, how are electronic cigarettes performing in Scottish stores at present? Who are the main competitors to c-stores and what can retailers do to capture as much of this market as possible?**
- **Are you seeing a trend in moving towards RYO tobacco? If so, how can retailers make the most of this? Should they increase their range of accessories like papers and filters?**
- **How significant a threat to retailers is the illicit tobacco market? What can retailers do to help combat illicit trade?**
- **Do you have any NPD you want retailers to know about?**