

# Scottish Grocer feature synopsis

January 2019 edition

## Yogurt feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday November 26<sup>th</sup>, 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*

Long associated with breakfast in Britain, yogurt has expanded its reach in recent years as consumers get adventurous in the kitchen while Instagram influencers tout show off its versatility in everything from overnight oats to after dinner treats. In this feature we'll look at how retailers can make the most of the yogurt category in their store.

### General market trends and influences:

- **In your view, how is yogurt performing in independent convenience stores at present? Where are the areas of growth, are there any sub-categories worth watching for 2019? What kind of consumers are purchasing yogurt? Why?**
- **For retailers with limited space, what would you consider to be the key components in a core yogurt range? What should retailers look to include in terms of style of yogurt and fat content?**
- **What pack sizes are proving popular in the category and why?**
- **How can retailers use interest in yogurt as a cooking ingredient to drive sales in store? What tips can you offer retailers who would like to use their yogurt range to generate link sales?**
- **How should retailers merchandise their yogurt range? By brand? By style? (fat-free, Greek, low-calorie etc.)**
- **What recent innovations in the category/NPD do you think retailers should be aware of?**