

SCOTTISH GROCER FEATURE SYNOPSIS

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FILTERS, PAPERS AND LIGHTERS FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 7th, 2019**

- *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*

Roll your own tobacco has become an attractive option for existing adult smokers seeking a value proposition post EU TPD2 implementation, providing plenty of opportunity for retailers to generate incremental sales through accessories. In this feature we'll assess the filters papers and lighters categories as things stand and ask what retailers can do to make the most of the opportunities these provide. We'd welcome comments on the following:

- How are filters papers and lighters performing in Scottish stores at the moment? Are there any areas of growth in terms of pack size or format?
- What are your tobacco accessories brands and products and what do you think they offer to convenience retailers/in what ways do they appeal to existing adult smokers?
- Natural and organic has been a trend touching on just about every category in convenience. How has this influenced NPD in the papers category? What are the benefits to stocking 'natural papers'?
- What are the core lines/pack sizes/formats that retailers should ensure they stock and why?
- How is the demand for lighter fluid/refill lighters at present? How does this compare with the opportunity provided by disposable lighters?
- Do you have any NPD you'd like to shout about?

