

SCOTTISH GROCER FEATURE SYNOPSIS

FEBRUARY 2019 EDITION

HOUSEHOLD 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*

Household products are essential purchases for all consumers, with a broad range of sub-categories and no shortage of brands to choose from. In this feature we'll look at how Scottish stores can ensure they've got the right range for their customers to make the most of the household opportunity. We'd welcome comments on the following:

- What are some of the key trends in the current household products categories (laundry, cleaning, dishwashing etc.)?
- How has a shift towards 'little and often' shopping habits affected the performance of household in convenience? Could retailers do more to improve the category's performance in the sector?
- What advice would you offer convenience retailers when it comes to ranging household products? With so many brands and variants on offer what are the core lines that retailers should ensure they stock?
- Where are the areas of growth in household? What pack sizes, formats or NPD has performed well over the last 12 months?
- What merchandising advice can you offer convenience retailers?
- What sort of NPD can retailers look forward to in household in 2019? How has technology improved the products on offer in household?