

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2019 EDITION

CHOCOLATE FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday 28th January, 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*

Chocolate continues to appeal to shoppers on the hunt for an indulgent treat or a pack to share as part of a big night in. In this feature we'll look at the state of the category in 2019 and ask what areas retailers should focus on to improve performance in their store. We would welcome comments on the following:

- What do you see as key trends in the chocolate category at the moment, especially those affecting the convenience retailing channel? What pack sizes/formats are performing well at present?
- Do Scottish consumers show any specific preferences in the chocolate market that marks them out from others in the UK?
- How is the chocolate category holding up alongside the rising popularity of low and no sugar options? How have chocolate producers adapted their offer to cater to chocolate lovers with an eye on sugar/calorie content?
- How should retailers merchandise their chocolate range to maximize sales?
- Promotions and multibuy are under threat in Scotland, but at the moment retailers still have plenty of options when it comes to creating value for their consumers. How can retailers effectively use promotions and tap into campaigns to boost chocolate sales in their store?

- Do you have any NPD you want our readers to know about?