

# SCOTTISH GROCER FEATURE SYNOPSIS

**MARCH 2019 EDITION**

## **PET FOOD FEATURE**

Editorial contact for this feature is

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

Pet owners know how loved their furry friends are, and so feeding them is often as important as feeding themselves. In this feature, we will look why c-stores should cater to this demand by stocking a range of pet food. We would welcome comments on the following:

- How would you describe the performance of the pet food category in Scotland? Are there any key trends that have developed in the category in the last year or so?
- What core pet food lines should convenience retailers ensure they stock? Why?
- Is there any increase in demand for luxury pet food? What do luxury lines offer retailers in terms of sales opportunities?
- How should a retailer merchandise their pet food range? Are there any must-stock products they should include even if they are limited on space?
- Is there any NPD you want retailers to know about?