

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2019 EDITION

SUGAR CONFECTIONERY 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*

Despite sabre rattling from celebrity chefs and health campaigners, sugar confectionery still occupies a sweet spot in the hearts of Scottish consumers looking for a treat. In this feature we will look at how retailers can make the most of the sugar confectionery category in the midst of potential government restrictions. We would welcome comments on the following:

- How would you assess the performance of sugar confectionery in Scottish stores at present? Where are the areas of growth that retailers should pay particular attention to?
- Have you noticed a growth in popularity for retro-style sweets? What steps have confectionery brands taken to tap into nostalgia among adult consumers?
- In your opinion, are consumer concerns about sugar impacting on sales? If not, why do you think this is?
- Have you been producing any lower-sugar versions of your range? How are low and no sugar alternatives performing?
- How should retailers merchandise their sugar confectionery range? The Scottish Government is proposing a ban on displaying high-sugar products near the tills or at the end of aisles, how can retailers prepare for this?
- Is there any NPD you want retailers to know about?