

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2019 EDITION

'VAPRIL' 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*

With MPs recommending that restrictions are eased off on the sale of e-cigarettes and evidence that vaping is better for public health, category growth looks set to continue. In this feature we will look at how convenience retailers can make the most of this valuable market and what products they should invest in. We would welcome comments on the following:

- C-store retailers have been slow to capitalise on e-cigarettes, with specialist vape shops and online retailers gaining the biggest share of the market. How can c-store retailers make up for lost time and encourage vapers into their store?
- What advice can you offer retailers looking to build an effective vaping offer in their store? What core products should a retailer stock to ensure they are not missing out on the vaping opportunity?
- What are some essential pieces of product knowledge that retailers who may be unfamiliar with vaping should brush up on? What kind of questions are vaping customers likely to ask and how can retailers ensure they have the knowledge to answer?
- Aside from the health benefits for their customers, why should retailers move from traditional tobacco to e-cigarettes and vaping devices? How do the profit opportunities compare?

- How can retailers help encourage their customers to move from traditional cigarettes to vaping devices?
- Do you have any NPD you want our readers to know about?
- In your view, what is the future for the vaping and e-cigarette market in the UK?