

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2019 EDITION

NICOTINE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 4th March 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 arguably more regulations and restrictions than any other category, nicotine products do present retailers with challenges in store. In this feature we'll take a look at how retailers can overcome those challenges and leave existing adult smokers feeling satisfied with their shopping experience. We would welcome comments on the following:

- What are the key trends across nicotine categories in 2019? Where are the areas of growth? What's driving trends in tobacco/vaping at present?
- With legislation severely limiting the tools available to convenience stores when it comes to tobacco, what steps can retailers take to ensure they are creating the best possible shopping experience for existing adult smokers?
- How important is NPD to the tobacco category at present? What steps can retailers take to make customers aware of NPD in the category? How can retailers give NPD the best chance to succeed in their store?
- What effect has the illicit market had on legitimate tobacco sales? How large a problem is illicit trade and what do you believe is driving demand for illicit products? What steps has your firm taken to help combat illicit tobacco sales?
- What do retailers need to do to ensure they are compliant with Track and Trace legislation coming into force this year? What support is on offer for retailers to help them stay on the right side of the law?