

# SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2019 EDITION

## YOUNG ADULT BRANDS

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 4<sup>th</sup> 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*

Ask any nightclub owner and they'll tell you, the kids aren't going out like they used to - which could be good news for convenience stores. With staying in the new going out, a c-store that's well stocked with the products young adult consumers crave should be onto a winner. In this feature we'll look at how retailers can recruit young adult shoppers to their store and reap the rewards of capturing a sought after demographic. We would welcome comments on the following:

- What categories are proving popular with young adult consumers at the moment? What trends should retailer be tapping into if they want to attract young adult consumers to their store?
- What are the key off sale trends convenience retailers should be aware of if they want to pull in young adult shoppers? What steps has your brand taken (NPD, marketing etc.) to engage with young adult shoppers?
- Today's young adult shoppers have grown up in the internet age where convenience and speed of service are king. How can retailers meet the demands of these time-pressed consumers through their food to go offer?
- RTDs have been a young adult staple since the 90s. How has the RTD category evolved to meet the demands of today's young adult shopper? What pack formats and flavours are proving popular with young adult shoppers? Do you have any NPD to shout about?