

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2019 EDITION

FILTERS, PAPERS AND LIGHTERS

Editorial contact for this feature is

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Deadline for editorial submission **Friday, April 5th, 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*

Tobacco has gone through some major changes in recent years, not least of all the uptake of Roll Your Own among existing adult smokers. In this feature we'll take a look at filters, papers and lighters, and ask how retailers can make sure tobacco accessories are more than an afterthought in their store. We would welcome comments on the following:

- How would you assess the performance of filters, papers and lighters in Scottish stores at the moment? How has the category evolved over the last few years, particularly since the implementation of EU TPD2?
- Without falling foul of regulations, what can retailers do to educate shoppers on their filters, papers and lighters?
- What should retailers consider when ranging filters, papers and lighters? What are the benefits to stocking a variety of formats, and price points?
- What are the key trends in filters, papers and lighters? Are there any subcategories that are fast becoming must stocks?
- Do you have any NPD you'd like retailers to know about?