

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2019 EDITION

PMPs

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

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*

Shoppers are certainly price conscious at the moment, and even those with a bit more to spend can be tempted by a bargain. In this feature we'll take a look at how stocking price-marked packs can benefit retailers and ask brands what they can offer in this area. We would welcome comments on the following:

- How important are PMPs to c-stores at present? Has this changed over the years? Can you envisage a time when retailers turn away from PMPs?
- Why are some shoppers attracted to PMPs? What are the benefits in terms of perception of value and quality? Do you have any data on the performance of PMPs vs. non price-marked packs?
- What sort of margins can PMPs offer retailers across your range and how does this compare to years gone by? Why should retailers take on PMPs rather than make their own assessment of the local market?
- How can retailers use PMPs to create eye-catching displays in store? What are the advantages to creating a price-marked section in store - say a £1 aisle or gondola end.
- Do you have any NPD planned that includes PMPs in 2019?