

# SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2019 EDITION

## READY MEALS FEATURE

Editorial contact for this feature is

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Deadline for editorial submission Friday **April 5<sup>th</sup>, 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*

Modern consumers are increasingly looking for ways to save themselves time wherever they can. Convenience stores should be the ideal platform for pushing ready meals, but many retailers aren't doing enough in this valuable category. In this feature we will look at how the ready meal market has evolved in recent years, and what c-store retailers can do to improve their offering. We would welcome comments on the following:

- What type of dishes are most popular in the ready meal category? How has this changed to 5-10 years ago?
- Is the ready meal category one that is performing well at present? What would be your advice to a c-store retailer who isn't yet stocking ready meals in their store?
- Is there a particular kind of consumer driving sales in ready meals? What kind of meals appeal to different demographics? How can retailers ensure that their ready meal offering covers all customer bases?
- Is there a growing demand for free-from ready meals? (Gluten-free, dairy-free, vegetarian etc)? What other trends category trends should retailers be aware of?
- Consumers are becoming more concerned with how healthy their food is. How has this affected the ready meal category? Should retailers consider stocking healthier ready meals?

- Do you have any NPD you want retailers to know about?