

SCOTTISH GROCER FEATURE SYNOPSIS

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HOUSEHOLD PAPER FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 29th April 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*

Household paper is purchased by just about every single shopper in the country - and often as a distress purchase. That should be great news for convenience stores and in this feature we'll look at how retailers can make the most of household paper in their store. We would welcome comments on the following:

- How would you assess the performance of household paper in Scottish c-stores? How does the convenience channel stack up against the multiples in this regard? What are some of the key trends in the category for 2019? Where are the areas of growth?
- With plenty of brands and formats to choose from, what approach would you recommend retailers take to merchandising/ranging household paper in convenience. How can retailers make effective use of limited space while retaining an easy to shop fixture?
- How important is brand recognition to household paper sales?
- What impact, if any, has increasing environmental awareness among shoppers had on the household paper category? With shoppers more concerned about waste, what steps have brands taken to improve their environmental footprint?
- How important are PMPs to the performance of household paper?
- Do you have any NPD or campaigns you would like to shout about?

