

SCOTTISH GROCER FEATURE SYNOPSIS

JULY 2019 EDITION

NICOTINE

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday, May 28th, 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*

Nicotine is going through some changes, with vaping on a massive uptick and the tobacco landscape fundamentally changed following the implementation of EU TPD2. In this feature we'll ask how responsible retailers can meet the demands of existing adult smokers and also make sense of the complex vaping category for their customers.

We would welcome comments on the following:

- How are tobacco products performing in Scottish c-stores at present? What formats/price points do existing adult smokers want to see on gantries and why?
- Pricing is one of the key ways a retailer can set their tobacco offer apart in an increasingly regulated category. What pricing structure would you recommend to c-store retailers? What are the advantages of sticking to RRP?
- How are vaping products performing in Scottish c-stores? More and more shops appear to have bought into this category, what do you think makes for a successful vaping offer in a convenience store?
- What advice can you offer retailers when it comes to merchandising/display of e-cigarettes and liquids?
- Do you have any NPD you want retailers to know about?