

# SCOTTISH GROCER FEATURE SYNOPSIS

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## ORAL CARE FEATURE

Editorial contact for this feature is

**Alex Burns** [alex.burns@peeblesmedia.com](mailto:alex.burns@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission **Monday, 29<sup>th</sup> 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*

Oral care products are a necessity for every household in the country. In this feature we'll look at how c-stores can make their oral care offer the best it can be, hitting all the key consumer requirements. We would welcome comments on the following:

- How important is the distress purchase to the oral care category in c-stores? How do purchasing habits differ in the category from supermarkets to c-stores?
- When it comes to toothbrushes, what are the current trends in the sub-category and what kinds of toothbrushes should c-store retailers stock to ensure all bases are covered, without taking up too much shelf space?
- What kinds of on-pack claims resonate with today's consumers and why? Are whitening products now more important?
- In mints and gums, how have new formats and larger formats fared in the last year? How can retailers position/merchandise their mint and gum range to tap into the oral care opportunity?
- Is there any NPD you want retailers to know about?