

# SCOTTISH GROCER FEATURE SYNOPSIS

**JULY 2019 EDITION**

## **PETFOOD**

Editorial contact for this feature is

**Matthew Lynas** [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com) 0141 567 6074

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*

Without doubt, the saddest part of any movie is when the heroic canine meets their end - such is our love for pets. Pet owning shoppers want the best for their four-legged friends and Scottish retailers are all about serving their customers, so in this feature we'll look at how stores can build a petfood offer that's fit for the nation's cats and dogs. We'd welcome your views on the following.

- How would you assess the performance of pet food in Scottish c-stores at present? Where are the areas of growth? How have changing consumer purchasing habits impacted the category? How has the rise of the little-and-often shopper affected c-store retailers when it comes to sales of less impulsive categories like pet food?
- What petfood pack formats perform well in convenience? What kind of packs should retailers look to stock and why? How important are price-marked packs to petfood success in convenience?
- What should retailers consider when ranging petfood? There's no shortage of brands and flavours in the category, so how can retailers ensure they have the right level of variety without confusing customers at the fixture?
- Do you have any NPD/campaigns to shout about?