

SCOTTISH GROCER FEATURE SYNOPSIS

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SUGAR CONFECTIONERY 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*

Everyone loves a sweet treat from time to time and sugar confectionery continues to be a key category in convenience. In this feature we'll look at recent innovations in sugar confectionery and ask what key trends are driving purchases in the category. We would welcome comments on the following:

- How would you assess the performance of sugar confectionery in Scottish stores? How does sugar confectionery in convenience stack up against the multiples/ What are the key trends in sugar confectionery that c-store retailers should be aware of?
- What pack sizes and formats are performing well at present and why do you think that is? What are the relevant occasions that retailers should be looking to tap into for different pack formats?
- In your view, what has been the most exciting innovation in sugar confectionery over the last 12 months?
- The Scottish Government is currently exploring restrictions on promotion and display of a range of products, including sugar confectionery, in stores. How are low and no sugar confectionery products performing and can you see a way in which retailers could adapt their offer to maintain confectionery sales despite any forthcoming restrictions?
- Do you have any NPD or campaigns you would like to shout about?