

SCOTTISH GROCER FEATURE SYNOPSIS

AUGUST 2019 EDITION

CONFECTIONERY FEATURE

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission **Friday June 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*

Confectionery may be under the media spotlight as some health campaigners kick up a fuss over the category - but it's still key to convenience and much loved by consumers. In this feature we'll look at how confectionery is performing in Scottish stores and ask what steps retailers can take to make the most of the opportunities the category provides. With that in mind, we would welcome comments on the following:

- How would you assess the performance of confectionery in convenience at present? How does this compare to other routes to market (grocery, discounters etc.)? Where are the areas of growth in confectionery? What are the key trends retailers should be aware of?
- How have confectionery producers responded to consumer demand for healthier alternatives? How have healthier alternatives performed in convenience? Where should retailers position lower kcal and low/no sugar confectionery in store? What merchandising advice can you provide for these kinds of SKUs?
- Who is buying confectionery and for whom? What demographics are driving sales in the category and what are the key occasions retailers should be aware of?
- What pack formats are performing well in confectionery at present?
- Is there any NPD you want retailers to know about?