

SCOTTISH GROCER FEATURE SYNOPSIS

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BATTERIES

Editorial contact for this feature is

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Deadline for editorial submission **Monday August 26th, 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 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*

The battery category has undoubtedly changed as more and more gadgets come with sealed rechargeable batteries. However, as anyone who has been stuck watching repeats of Only Fools and Horses knows, batteries are still a household essential for a variety of devices - and toys. In this feature we'll look at how retailers can make the most of the battery category and ask what brands have brought to the table to adapt in a changing market. We would welcome comments on the following:

- How are batteries performing in convenience at the moment? What are the key category trends? Are there any areas of growth?
- What new products have battery brands brought to market to meet changing consumer needs? How does today's battery shopper differ from those of the past and what can retailers do to ensure they keep these customers satisfied?
- For retailers limited in space, what would you consider to be the 'must stocks' of a battery range?
- What approach would you suggest for merchandising batteries? Where should batteries be placed in store? How can retailers use batteries to generate link sales and lift basket spend?
- What battery pack sizes and formats are proving popular at the moment? What developments have there been in this area? Are PMPs important to the category?