Scottish Grocer Feature Synopsis

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Biscuits and Cakes Feature

Editorial contact for this feature is
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Deadline for editorial submission **Monday September 23, 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*

Despite reports that consumers are increasingly conscious about their health, it is clear to see that Brits still love a biscuit. Whether they are now more of an indulgent treat – or part of the weekly shop – biscuits and cakes have a place on the shelf of our stores. In this feature, we will look at the future of the category and would welcome comments on the following:

- How is the biscuits and cakes category performing at the moment in Scotland? Are health concerns impacting on sales, or not?

- How are manufacturers responding to concerns about the nation's health? Are you seeing much reformulation of biscuits and cakes to make them healthier?

- What kind of consumers buy biscuits and cakes? Does it tend to be older consumers, or are younger shoppers moving into the category?

- How is the availability of free from in biscuits and cakes? What options are available (gluten free, dairy free, vegan) and why might retailers consider stocking free from biscuits and cakes?

- If a retailer is limited on space, what biscuits and cakes products are must-stocks? How can they merchandise their range to attract shoppers?

- How does the festive season impact on sales in biscuits and cakes? Do you tend to see a rise in demand? How can retailers make the most of this?

- Do you have any NPD that you want retailers to know about?