

SCOTTISH GROCER FEATURE SYNOPSIS

OCTOBER 2019 EDITION

CHRISTMAS CONFECTIONERY FEATURE

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'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*

It's that time of year again - Christmas is fast approaching. Retailers who want to make the most out of the occasion are advised to start early, with confectionery brands introducing festive treats long before the festive season itself. In this feature, we would welcome comments on the following:

- What trends do you expect to be significant in the confectionery market for Christmas 2019?
- What advice can you offer in terms of timing for Christmas stock? When should retailers start to introduce Christmas stock and how should they build their seasonal range in the run up to the big day?
- With concerns over sugar continuing to grow, do you expect to see more low-sugar options becoming popular this Christmas? Or do consumers see Christmas as a time for indulgence and treats?
- Convenience stores are often limited on floor space. How can they promote their Christmas confectionery range without giving up too much valuable shelf space? What steps can they take to create a bit of in-store theatre and what support can retailers expect from brands in this regard?
- Do you have any festive NPD that you want retailers to know about?