

# SCOTTISH GROCER FEATURE SYNOPSIS

**NOVEMBER 2019 EDITION**

## CONFECTIONERY FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 23 September, 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*

Whether to smuggle into the cinema or to brighten up a long road trip, confectionery has a special place at the heart of most families, as well as serving as an indulgent treat - because who hasn't earned a bit of fun? In this feature we'll look at how the confectionery category has developed in light of changing shopper preferences and take a look at what retailers can do in their store to keep their customers satisfied with the sweets on offer. We would welcome comments on the following:

- How is confectionery performing in Scottish c-stores at the moment? How does this compare with other channels? What are some of the key trends retailers should be aware of? Where do you believe the growth opportunities are for the future?
- What confectionery ranging advice can you offer retailers? How frequently should retailers reassess their confectionery range and how can they ensure they are stocking the most effective brands and SKUs for their store?
- What confectionery merchandising advice can you offer retailers? Where do you reckon retailers should site confectionery in store and what approach should retailers take to blocking subcategories/flavours etc.? What is the value of multi-siting confectionery?
- There is never a shortage of confectionery NPD in convenience - with varying degrees of success. What can retailers do to help NPD shine in their store? Do you have any NPD you would like to shout about?