

SCOTTISH GROCER FEATURE SYNOPSIS

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FILTERS, PAPERS AND LIGHTERS 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*

To some existing adult smokers, roll your own represents greater value-for-money, and to others, choosing RYO is all about personal preference. Either way, existing adult RYO smokers are in the market for filters and papers, while just about everyone has use for a lighter - smoking or not. In this feature we'll look at the value of filters, papers and lighters to Scottish c-stores and ask how stores can extract yet more from these products. We would welcome comments on the following:

- How would you assess the performance of filters, papers and lighters in Scottish stores at the moment? What are the key trends retailers should be aware of? Where is the growth and what do you believe is driving this?
- How is RYO tobacco performing in Scottish c-stores more generally? How does this performance affect sales of filters, papers and lighters? How much impact do bundled/box packs (tobacco, papers, and filter packs) have on the success of filters, papers and lighters in convenience?
- What are the key considerations for retailers when building a range of filters, papers and lighters? What would you consider to be 'must stocks' and what are the benefits of adding some extra choice for shoppers?
- How can retailers best communicate their filter, paper and lighter offer to shoppers? How can store staff give NPD its best chance of succeeding?
- Do you have any NPD you would like retailers to know about?