

SCOTTISH GROCER FEATURE SYNOPSIS

OCTOBER 2019 EDITION

ICE CREAM 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 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*

So far, this summer hasn't offered the kind of consistent sunshine that would usually boost ice cream sales. But with plenty of innovation in the category, ice cream is now as much of a treat for cold nights in as it for sunny days out. In this feature, we will look at how independent retailers can improve the performance of ice cream in their store. We would welcome comments on the following:

- How has the ice cream category changed in recent years? What kinds of ice cream products performed best in convenience over the last 12 months?
- How has the popularity of low-calorie ice creams shaken up the market? Are these 'healthier ice creams' bringing new consumers into the category?
- How important is the 'big night in' occasion to ice cream performance? What steps can retailers take to build an enticing big night in offer that boosts ice cream sales?
- Aside from larger tubs, how do single or on the go ice cream formats perform in convenience? Should independent retailers give more space to the tubs or to smaller formats?
- What do you see as key trends in the ice cream and frozen desserts category? Are there any 'flavours to watch'?
- Is there any NPD that you want retailers to know about?