

# SCOTTISH GROCER FEATURE SYNOPSIS

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## NICOTINE

Editorial contact for this feature is

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Deadline for editorial submission **Monday August 26<sup>th</sup>, 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*

There are now more nicotine delivery systems available to shoppers than arguably any time in history. Whether it's traditional factory-made cigarettes, cigars, roll your own, more obscure tobacco products, or the myriad of vape brands and flavours hitting the market - choice is not in short supply. In this feature we'll look at how retailers can navigate the range of nicotine options now available, in a bid to help their customers better understand what's on offer - and to become the 'go to' shop in their area. We would welcome comments on the following:

- What are the current category trends in combustible nicotine (cigarettes, RYO, cigars etc.) at present? How has legislation and changing consumer habits impacted the category? What should retailers do to ensure their range lines up with current trends and meets the demands of existing adult smokers?
- Vaping offers a serious margin opportunity for convenience retailers, but their market share for this growing category is still questionable? Where do you think c-store retailers could improve to snap up customers in this lucrative category?
- What are the key trends in vaping that retailers should be aware of? What sort of devices are proving popular now? Flavours? Pack sizes/formats?
- In your view, how successfully was track and trace implemented? What other steps would you like to see taken to tackle illicit trade?

- Do you have any NPD you would like to shout about?