

SCOTTISH GROCER FEATURE SYNOPSIS

DECEMBER 2019 EDITION

MUST STOCKS 2020 FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 21 October, 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*

Convenience retailing is arguably more competitive than ever. C-store retailers who want to stay ahead of the game, need to make sure they're bang up to date with the most recent trends - or watch their customers walk somewhere else. In this feature, we will look at some of the must-stocks for 2020. We would welcome comments on the following:

- What do you think the key trends of 2020 will be? What trends from 2019 do you see extending into the new year and are there any emerging categories that you think will hit their stride next year?
- Which of your brands or services do you think retailers should ensure that they stock for next year? Any products that we haven't seen before?
- If retailers introduce new categories what is the best way to go about doing it? How much space should retailers dedicate to NPD? Where should retailers site NPD in store and how can they draw customer attention in the direction of new products?
- How do you see shopper behaviour and 'shopper missions' evolving over the course of 2020? Will we continue to see a shift towards 'little and often'? What will the c-store demographic look like in 2020 and how can retailers ensure they have a range that's right for these customers.
- Do you have any NPD that you want retailers to know about?