

Scottish Grocer feature synopsis

January 2020 edition

Bottled water feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday, November 29th, 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*

Bottled water is big business, but it is also a category undergoing major change as consumers become increasingly concerned by the environmental impact of drinks packaging. Producers have been taking steps to mitigate this – and the many low calorie flavoured options in the category mean it's a box ticker for those with health concerns. In this feature we'll look at how water performs in Scotland at present and what retailers can expect from the category in 2020. We would welcome comments on the following:

- How would you assess the performance of bottled water at present? Do you anticipate more growth in 2020? What pack sizes/formats are performing particularly well?
- What steps has your business taken to improve its environmental/sustainability credentials? How important do you think this is to today's consumers and what can retailers do to highlight positive steps taken by brands?
- The chiller is one of the most competitive spots in convenience. What merchandising advice can you offer for retailers, and what are the benefits to dedicating multiple facings to bottled water?
- With many brands, pack formats and variants in the category, what advice can you offer retailers on ranging bottled water? How should their approach change throughout the year?
- What role can multipacks, promotions and meal deals play in lifting bottled water sales?
- Do you have any NPD you want to shout about?