

Scottish Grocer feature synopsis

January 2020 edition

Confectionery feature

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

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

'New year, new me', sure people like to say it but while there may be a grace period between the last selection box chocolate and that first impulse purchase – Scottish shoppers love a treat. In this feature we'll look at how confectionery is performing in Scotland, what the key trends are and how retailers can make the most of this convenience staple in 2020. We would welcome your comments on the following.

- How would you assess the performance of confectionery in Scottish c-stores at present. Where are the areas of growth? What is driving that growth? What are the key trends for 2020 that retailers should be aware of? How can retailers make the most of these trends?
- What pack sizes/formats are performing well in convenience at the moment? How have you altered your range to reflect contemporary confectionery trends? Are there any pieces of innovation in pack format that retailers should look out for?
- Do you have any confectionery NPD you would like to shout about?
- How can retailers make the most of NPD in confectionery? What advice can you offer retailers who are willing to take extra steps to create an engaging confectionery display?
- What are your views on the Scottish Government's proposed restrictions on products high in fat, sugar and salt? What steps has industry taken on its own to address health concerns?
- What shopper missions are driving sales in confectionery? What missions should retailers be aware of and how can they use this knowledge to ensure their in-store offer is equipped to meet demand?