

Scottish Grocer feature synopsis

January 2020 edition

Healthy snacking feature

Editorial contact for this feature is

Alex Burns alex.burns@peeblesmedia.com 0141 567 6032

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'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*

Restrictions on foods high in salt, fat and sugar are almost certainly coming in Scotland – although it's not sure if this will be done by category or calorie count. While retailers and producers wait on government to make up its mind, consumers are moving towards healthier options of their own accord making healthy snacking an increasingly important category in Scotland. We'd welcome your comments on the following:

- How would you assess the performance of healthy snacks in convenience? Where are the areas of growth? What are the key trends retailers need to be aware of?
- What kind of consumer is picking up healthier snacks? Has this changed at all in recent year? How can retailers use healthy snacks to broaden the appeal of their store/generate footfall?
- How should retailers merchandise this category? Should healthier snacks be placed alongside other savoury and confectionery treats or are there advantages to stocking healthier options in their own section?
- In your view, what will the key health snacking trends be for 2020. How can retailers make sure they are on top of these? What advice can you offer for retailers who want to make the most of NPD?
- What are the must-stock products in this category? How can retailers ensure they're stocking a range to match different consumer demands?
- Do you have any NPD you want retailers to know about?