

Scottish Grocer feature synopsis

January 2020 edition

Low and no sugar feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday, 29th November 2020**

- *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*

You only need to look at the brand names and advertising strategies to see how the demand for low and no sugar soft drinks has changed down the years. No longer exclusively the domain of forlorn office workers waiting on a handsome shirtless man to fix the photocopier, low and no sugar is a major subcategory within soft drinks, with shoppers choosing lower calorie options for a variety of reasons. In this feature we'll assess the performance of low and no sugar options in Scottish convenience, while asking what brands have planned for the year ahead. We'd welcome comments on the following.

- How would you assess the performance of low and no sugar at the moment? What are the key category trends that retailers should be aware of? What's driving those trends and how can retailers capitalise on this?
- There are few categories that can match soft drinks for volume of NPD. How can retailers strike a balance between keeping their chiller up-to-date with the flavour of the month, without damaging the performance of top sellers?
- How can retailers use their low and no sugar options to generate incremental sales in store and lift overall basket spend?
- What merchandising tips would you offer to a retailer who is considering shaking up their low and no sugar display? Tips for the chiller? For ambient/take-home?
- What formats are proving most popular in the low and no sugar subcategory?
- What are the key shopper missions within low and no sugar and how can retailers ensure their store is equipped for customers on these missions?
- Do you have any NPD to share with retailers?