

Scottish Grocer feature synopsis

January 2020 edition

Yogurt 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'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*

Few ingredients can enhance both breakfast and a biriyani sauce, but yogurt is about as versatile as they come – which should give the category a broad appeal. As consumers increasingly seek out healthier options and get more adventurous in the kitchen, Scottish Grocer will look at how yogurt is performing in convenience and ask how retailers can do more with the category. We would welcome your comments on the following:

- How would you assess the performance of yogurt in convenience at present? How does this compare to the grocery channel/discounters? Where are the areas of growth in yogurt? Are there any key trends you think retailers should be aware of?
- What would you consider to be the 'must stocks' of the yogurt category, in terms of brand, flavour, style and format? What advice can you offer retailers with limited chilled space who are looking to build a yogurt range?
- What pack sizes are proving popular in the category and why?
- How can retailers use interest in yogurt as a cooking ingredient to drive sales in store? What tips can you offer retailers who would like to use their yogurt range to generate link sales?
- How should retailers merchandise their yogurt range? By brand? By style? (fat-free, Greek, low-calorie etc.)
- What shopper missions are driving sales in yogurt? How can retailers set their store up to ensure they are catering to these missions?
- What recent innovations in the category/NPD do you think retailers should be aware of?