

SCOTTISH GROCER FEATURE SYNOPSIS

FEBRUARY 2020 EDITION

EASTER FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 6th, 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*

It might be strange to talk about Easter before we've even got to Christmas-but retailers have to think ahead if they want to be successful. In this feature we'll look at the different sales opportunities provided by Easter, which falls on April 12 in 2020. We'd welcome comments on the following:

- How have Easter products performed over the last few years? What areas of the category are showing good signs of growth? How has demand for Easter products changed in terms of demographic? (products geared to adults?)
- Easter is typically a time of indulgence, but what about those who are health-conscious? What are some of the better for you' Easter products available to retailers? Why is it worth stocking these options?
- As well as Easter eggs, do you have any other/smaller treats that retailers can push in the build-up to Easter Sunday?
- Convenience retailers are often limited in shelf space compared to larger stores. Are there any items that you would describe as must-stocks for stores who want to capture Easter sales but don't have too much space?
- When should retailers start to put Easter stock on shelves? How should they ramp up activity as the day approaches?
- What kind of NPD should retailers expect to see for Easter 2019?

- How important is it to add some theatre to Easter displays? When merchandising for Easter, what sort of thing do you think can help a store stand out from the competition?