

# SCOTTISH GROCER FEATURE SYNOPSIS

**FEBRUARY 2020 EDITION**

## **FILTERS, PAPERS AND LIGHTERS FEATURE**

Editorial contact for this feature is

**Alex Burns** [alex.burns@peeblesmedia.com](mailto:alex.burns@peeblesmedia.com) 0141 567 6032

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

As roll your own tobacco becomes more popular, the market for filters, papers and lighters is increasingly lucrative. In this feature we'll look at how retailers can make the most of the category, and we'd welcome comments on the following:

- How are filters, papers and lighters performing in Scottish stores at the moment? Are there any areas of growth in terms of pack size or format?
- What do your tobacco accessory products offer to convenience retailers?
- Natural and organic has been a trend touching on just about every category in convenience. How has this influenced NPD in the papers category? What are the benefits to stocking 'natural' papers?
- What are the core lines/pack sizes/formats that retailers should ensure they stock and why?
- How is the demand for lighter fluid/refill lighters at present? How does this compare with the opportunity provided by disposable lighters?
- Do you have any NPD you'd like retailers to know about?