

SCOTTISH GROCER FEATURE SYNOPSIS

FEBRUARY 2020 EDITION

MILK FEATURE

Editorial contact for this feature is

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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*

With all the talk of veganism taking over the world, you could be forgiven for thinking that milk had fallen out of favour. But as consumers increasingly look for products that are both healthy and high in protein, milk is a category that could be well placed to capitalise on demand. We would welcome comments on the following:

- What trends have you found to be key in the milk category over the last 12 months?
- What pack formats/varieties are performing well within milk? Why do you think this is the case?
- Almond milk and soy milk have been soaring in popularity. If a retailer is considering moving into the dairy-free milk market what advice would you give them? What types of dairy-alternative milk should they consider stocking?
- How much demand is there for glass milk at the moment? Why do you think that is? Would convenience retailers be wise to offer a glass option?
- What advice would you offer to a retailer when it comes to merchandising milk products? When it comes to ranging, what are the key pack formats/sizes and varieties that retailers must have in the chiller. Where is the best place to display milk in store?

- Is there any NPD that you want retailers to know about?