

SCOTTISH GROCER FEATURE SYNOPSIS

FEBRUARY 2020 EDITION

SPRING CLEANING 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*

A clean home isn't just a good habit anymore, it's social media currency. Instagram stars like household cleaning guru Mrs Hinch have millions of followers and the trend for sharing images of a pristine home has been good news for household brands. We'd welcome comments on the following:

- How would you assess the performance of household products in Scottish c-stores at the moment? What subcategories perform particularly well in convenience stores? Where (if any) are the areas of growth? What are the key trends retailers should be aware of?
- With so many brands and variants to choose from, merchandising cleaning products can be tricky business. What advice can you offer retailers who want to create an easy to navigate household section?
- As chilled and food to go take up more and more space in independent retail, the space for ambient products is arguably more limited than ever. What ranging advice can you offer to retailers who may be tight on space.
- What pack formats are performing well in convenience at the moment? Why is this the case?
- Do you have any NPD you want retailers to know about?