

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2020

VAPRIL FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 27th, 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 is 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*

Vaping is one of the big contemporary success stories in Scottish retail, and convenience stores are increasingly getting in on the act - although there is still a way to go. The approaching ban on menthol cigarettes could lead to even more existing adult smokers making the switch to vaping, creating an opportunity for c-store retailers to capture new, repeat customers. In this feature we'll look at how vaping is performing in convenience at present and ask what retailers can do to improve their vape offer. We'd welcome comments on the following:

- How are vaping products performing in convenience at present? How does this compare with other retail sectors? What do you think convenience retailers could do to increase their market share?
- What are the key trends in vaping that retailers should be aware of? What e-cigarette formats are performing best in convenience at the moment (closed/pod systems? Refillable? Smaller/compact systems?)
- Vaping can be a daunting category for consumers making their first purchase. How can retailers make this process as easy as possible for customers? What are pieces of product knowledge should retailers ensure all staff are able to deliver to customers? What support is available to help retailers themselves better understand the category/vaping lingo.
- What advice can you offer for retailers looking to build/revamp a vaping range? What are the 'must stocks' for convenience retailers?

- When it comes to display and merchandising vaping, what advice can you offer convenience retailers. How does the display and merchandising of vaping products differ from tobacco in terms of compliance?
- Do you have any NPD or campaigns that you think retailers should be aware of?