

# SCOTTISH GROCER FEATURE SYNOPSIS

**MAY 2020**

## **PRICE-MARKED PACKS 2020**

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 30<sup>th</sup> March**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as 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*

Everyone loves a bargain, which is surely one of the main reasons PMPs perform well in convenience. In this feature we'll look at the availability of PMPs to Scottish c-stores and ask how retailers can make stocking this pack format worth their while. We would welcome comments on the following:

- How important are PMPs to c-store success at the moment? Why do you think that is? What categories in particular benefit from a strong PMP offer?
- In your view, what are the advantages to stocking PMPs in a convenience store? Why are shoppers attracted to PMPs? What effect do PMPs have on incremental/impulse sales?
- How healthy are the margins in PMPs at the moment? How does this compare to previous years? What work has your brand/firm carried out to ensure PMPs represent value to the retailer as well as the consumer?
- How should retailers site/merchandise PMPs in their store? What are some display tips you can offer? A PMP section? A discount aisle? Anything else?
- What are the key price points within PMPs? How powerful is the £1 pack? How has availability of key PMP price points been affected by 'shrinkflation'?
- Do you have any NPD or campaigns you would like to shout about?