

SCOTTISH GROCER FEATURE SYNOPSIS

June 2020

Household paper

Editorial contact for this feature is

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Deadline for editorial submission Friday 8 May

- *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.*

It's hard to think of a time when household paper generated more headlines than in 2020. The category's 'essential' status was hammered home at the onset of the coronavirus crisis as some consumers looked to build a stockpile in anticipation of a lockdown. In this feature we'll look at how convenience retailers can make the most of household paper in their store. We would welcome comments on the following:

- How would you assess the underlying performance of household paper in Scottish c-stores? How does the convenience channel stack up against the multiples in this regard? What are some of the key trends in the category for 2020?
- With plenty of brands and formats to choose from, what approach would you recommend retailers take to merchandising/ranging household paper in convenience. How can retailers make effective use of limited space while retaining an easy to shop fixture?
- How important is brand recognition to household paper sales?
- What impact, if any, has increasing environmental awareness among shoppers had on the household paper category? With shoppers more concerned about waste, what steps have brands taken to improve their environmental footprint?
- How important are PMPs to the performance of household paper?
- Do you have any NPD or campaigns you would like to shout about?