

SCOTTISH GROCER FEATURE SYNOPSIS

June 2020

Oral care

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

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.*

Everyone needs oral care product and everyone has their own preferences. And while the multiples may take the lion's share of sales, as a category with distress purchase potential, oral care offers plenty of opportunities for convenience retailers. In this feature we'll look at how retailers can ensure their oral care offer shines in store.

We would welcome comments on the following:

- How would you assess the performance of oral care in Scottish c-stores at the moment. What are the key trends that retailers should be aware of?
- What are the key shopper missions driving oral care purchases in convenience? What steps can retailers take to better cater to these shoppers?
- What oral care ranging/merchandising advice can you offer retailers?
- What oral care pack formats are proving popular in convenience? How important are PMPs to oral care success?
- How important is brand recognition to oral care consumers?
- Do you have any NPD or campaigns you would like to shout about?