

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2020

### Yogurt and desserts

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.*

Chilled is booming in Scotland with just about every store revamp covered by Scottish Grocer including an increase in chill space in store. In this feature we'll look at how yogurts and desserts are performing in Scottish convenience and ask what extra steps retailers can take to put themselves ahead of the competition. We would welcome comments on the following:

- How would you assess the performance of yogurts/desserts in Scottish stores at the moment? Where are the areas of growth? How does the convenience channel stack up against the multiples in this regard?
- What are the key shopper missions for yogurts/desserts in convenience? How can retailers set their store up to effectively cater to these missions?
- What pack sizes and formats are proving popular with Scottish shoppers at the moment? Why do you think that is?
- How critical are promotions to the success of yogurts and desserts in convenience? What about PMPs? What are the key motivations for purchasing yogurts/desserts in convenience? How does this compare to the multiples?
- How has the increasing demand for healthier alternatives affected yogurts/desserts?
- Do you have any NPD or campaigns you would like to shout about?