

SCOTTISH GROCER FEATURE SYNOPSIS

July 2020

Confectionery

Editorial contact for this feature is

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Deadline for editorial submission Friday 5 June

- *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.*

Sweet treats are almost universally loved and convenience stores perform well in this category. In this feature we'll look at the key trends in confectionery and ask how retailers can improve their confectionery offer in a bid to boost basket spend.

We would welcome comments on the following:

- How would you assess the performance of confectionery in Scottish c-stores at the moment. What are the key trends that retailers should be aware of?
- How does the convenience channel compare to the grocery channel in terms of confectionery performance? What lessons can convenience retailers learn from the multiples? What advantages do c-stores have over the competition?
- What pack formats are proving popular in confectionery at the moment?
- What are the key shopper missions in the confectionery category? What can retailers do to cater to these missions?
- What merchandising/ranging advice can you offer retailers?
- Do you have any NPD or campaigns you would like to shout about?