

SCOTTISH GROCER FEATURE SYNOPSIS

September 2020

Milk and milk drinks

Editorial contact for this feature is

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

Deadline for editorial submission Friday 31st July

- *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.*

Few categories can boast the household penetration that milk enjoys, which should be good news for Scotland's c-store retailers. But with tough competition from the big four and the discounters, milk and milk drinks shouldn't be ignored. In this feature we'll look at the steps retailers can take to ensure they're making as many category sales as possible. We would welcome comments on the following:

- How would you assess the performance of milk and milk drinks in Scotland's convenience sector? How does the convenience sector's performance compare with grocery? What are the key trends retailers should be aware of?
- How has the changing consumer behaviour brought about by the coronavirus crisis affected the milk category's performance in convenience?
- What shopper missions are driving sales of milk and milk drinks in convenience?
- How important is pack size and format to milk and milk drink sales? What are the key formats that all retailers should be covering and are there other formats or sub-categories, such as long life/UHT milk, that retailers would be wise to stock? What are your views on the reintroduction of glass packaging? Is there consumer demand for glass bottles?

- In your view, what are the most exciting new product developments in the milk and milk drinks category?
- What ranging/merchandising advice can you offer Scotland's c-store retailers?
- Do you have any NPD you would like to shout about?