

SCOTTISH GROCER FEATURE SYNOPSIS

October 2020

Free From

Editorial contact for this feature is

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Deadline for editorial submission Tuesday, 1st September

- *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.*

Free from is now well established in Scottish stores, having enjoyed some excellent sales growth in recent years. The category has matured and there's more choice than ever, but could retailers be doing more? In this feature we'll look at how retailers can use free-from products effectively in their store. We would welcome comments on the following:

- How would you assess the performance of free from in Scottish stores at present? What subcategories are performing best? Where are the areas of growth and what do you think is driving that growth? What are the key trends in free from? Have these been affected by the coronavirus crisis?
- What are the key shopper missions driving sales of free from in convenience stores? How can retailers ensure they have the range to cater to these consumers?
- What ranging/merchandising advice can you offer retailers when it comes to free from? How can retailers effectively highlight the perceived benefits of free from in their store and encourage consumers to try something new?
- How can retailers use their free-from range to generate incremental sales? What scope is there to generate link sales between free from products as well as other categories?
- Do you have any NPD that you want retailers to know about?