

SCOTTISH GROCER FEATURE SYNOPSIS

October 2020

Functional and Energy

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.*

Functional and energy drinks are star performers of the soft drinks category, but coronavirus has flipped many trends on their head. In this feature we'll take a look at how functional and energy drinks are performing in convenience in 2020 and ask what retailers can do to ensure they maintain or grow volume sales. We would welcome comments on the following:

- How would you assess the performance of functional and energy in Scottish What are the key category trends that retailers should be aware of? How can retailers make the most of these trends?
- How has a reduction in commuter traffic and increase in working from home affected the energy category? How has the coronavirus crisis impacted on the performance of different pack formats? What impact has reduced consumer confidence had on the category?
- With health higher on the agenda than ever, how has the functional and energy category responded? What can these drinks offer consumers who are concerned about their health?
- What are the key shopper missions driving functional and energy sales in convenience at present? How can retailers effectively cater to these consumers?
- Do you have any NPD that you want retailers to know about?