

SCOTTISH GROCER FEATURE SYNOPSIS

October 2020

Nicotine

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.*

Quite apart from coronavirus turning everything on its head, 2020 has been a year of major change for all things nicotine. Menthols are a thing of the past, alternatives like nicotine pouches have been making waves, and vaping continues to go from strength to strength. In this feature we'll take a look at where things stand for the category and what retailers can do to effectively, and responsibly, sell nicotine products. We would welcome comments on the following:

- How would you assess the performance of nicotine products (FMCG, RYO, Cigars, Vaping, Pouches etc.) in Scottish convenience stores? How has this been affected by coronavirus? How do c-stores compare to the multiples?
- Many consumers will have formed new relationships with their local retailer under coronavirus restrictions. How important are those relationships to category success? What should retailers be talking about with adult consumers who may be looking to for an alternative to menthol cigarettes or to quit cigarettes entirely?
- What are the key trends within cigarettes and RYO that retailers should be aware of? What's driving these changes?
- How has your firm continued to support retailers through the coronavirus crisis? What is the status on visits from reps and should retailers expect to see and hear more from their suppliers in the months ahead?

- What alternatives to tobacco are making a big impact in Scottish convenience stores at the moment? How can retailers take advantage of the opportunities created by innovation and NPD?
- Do you have any NPD that you want retailers to know about?