

## SCOTTISH GROCER FEATURE SYNOPSIS

October 2020

### Price-marked packs

Editorial contact for this feature is

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Deadline for editorial submission Tuesday, 1<sup>st</sup> 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.*

With the Bank of England forecasting potential unemployment figures of 2.5 million by the end of the year, many consumers are understandably nervous about parting with cash. Perceived value looks set to be crucial to success in convenience in the months - perhaps years - ahead, and PMPs could be a powerful weapon in the retailer's arsenal. We would welcome comments on the following:

- How do you think the coronavirus crisis has affected consumer perceptions of PMPs? How important is communicating value to consumers at this time?
- What approach does your brand take to price-marking and why? How do the margins compare to non-marked stock and how do retailers benefit from including PMPs in their range?
- How should retailers position/merchandise PMPs in their store? How can they use PMPs to draw attention to fixtures and generate incremental sales?
- Within PMPs, what pack formats and price points are performing well? Why do you think this is the case?
- Who are the PMP shoppers? What shopper missions and demographics are driving sales? Why do you think this is?
- Do you have any NPD that you want retailers to know about?