

SCOTTISH GROCER FEATURE SYNOPSIS

October 2020

Winter remedies

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.*

Flu season was already a difficult time for many in Scotland but with coronavirus to contend with, consumers are likely to be extra cautious with their health this winter. In this feature we'll look at the role convenience retailers can play in keeping their customers well supplied with everything they need to get through the season. We would welcome comments on the following:

- How have winter remedies performed in Scottish c-stores in previous years and how do you think that will compare to flu season 2020? How much of an effect do you think the coronavirus crisis will have on the category? What can retailer do to ensure they meet any increase in demand?
- What shopper missions drive winter remedy sales in convenience? How can retailers ensure they have the right offer to suit these consumers?
- How important are recognisable brands to success in winter remedies? What does a good winter remedies range look like, particularly for a retailer with limited space?
- What merchandising advice can you offer retailers who want to build an eye-catching and easy to navigate winter remedy display?
- Do you have any NPD/campaigns you would like to shout about?