

SCOTTISH GROCER FEATURE SYNOPSIS

September 2020

Organic

Editorial contact for this feature is

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Deadline for editorial submission Friday August 14th

- *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.*

More and more consumers are looking for health credentials and traceable provenance when making purchases - which is good news for organic brands. The category's perceived health benefits and production methods appeal to consumers who are concerned about what they eat and drink. In this feature we'll look at how Scotland's convenience retailers can tap into this demand. We would welcome comments on the following:

- How would you assess the performance of organic products in Scottish c-stores at the moment? What are the key trends retailers should be aware of? Where are the areas of growth? How does c-store performance compare to the big multiples in this area?
- In category terms, where does organic have the biggest footprint? Where do consumers expect to find organic options? What should retailers consider when introducing organic options to their range?
- What are the key shopper missions for organic products in convenience stores? How can retailers make sure their store is set up to tap into these shopper missions?
- What organic merchandising/ranging advice can you offer Scottish c-store retailers? Where should organic products be positioned in store (within category? In an organic section? Multi-siting?)
- Do you have any NPD/campaigns you would like to shout about?