

SCOTTISH GROCER FEATURE SYNOPSIS

November 2020

Christmas Confectionery

Editorial contact for this feature is

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Deadline for editorial submission Friday, 2nd October.

- *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.*

Christmas isn't Christmas without a few indulgent treats. Whether it's a selection box for the kids or an impulsive treat while Christmas shopping, the confectionery category offers c-stores plenty of sales opportunities. In this feature we'll take a look at how Scotland's c-store retailers can make Christmas 2020 a festive period to remember. We would welcome comments on the following:

- How big is the Christmas confectionery opportunity for convenience stores? What do you think the key trends will be in 2020?
- What advice can you offer retailers when it comes to timing their roll out of Christmas confectionery? What products should appear on shelf first and when? How should this progress as the big day approaches?
- How should retailers merchandise their Christmas confectionery? Where should it be located in store? What steps can retailers take to draw customers to their Christmas confectionery offer?
- What are the main shopper missions driving sales of Christmas confectionery in convenience? How can retailers make sure they're effectively tapping into these opportunities?
- How can retailers effectively communicate their Christmas offer? What role can social media/in-store theatre play in boosting Christmas confectionery sales?

- Do you have any NPD or campaigns that you want retailers to know about?