

SCOTTISH GROCER FEATURE SYNOPSIS

November 2020

Filters, Papers and Lighters

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

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.*

Covid-19 to one side, it's been a year of major change for the tobacco category with the menthol ban massively altering the range retailers can offer. In this feature, we'll check in on how filters, papers and lighters have performed in 2020 and ask what opportunities are available to retailers in this new regulatory landscape. We would welcome comments on the following:

- How would you assess the performance of filters, papers and lighters in Scottish stores at the moment? What are the key trends retailers should be aware of? Where is the growth and what do you believe is driving this?
- How has the menthol ban shaken up the filters, papers and lighters category? Has the ban led to a change in consumer behaviour? Opened up new selling opportunities?
- How is RYO tobacco performing in Scottish c-stores more generally? How does this performance affect sales of filters, papers and lighters? How much impact do bundled/box packs (tobacco, papers, and filter packs) have on the success of filters, papers and lighters in convenience?
- What are the key considerations for retailers when building a range of filters, papers and lighters? What would you consider to be 'must stocks' and what are the benefits of adding some extra choice for shoppers?
- How can retailers best communicate their filter, paper and lighter offer to shoppers? How can store staff give NPD its best chance of succeeding?

- Do you have any NPD you would like to shout about?