

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2020

### Stocking Up for Christmas

Editorial contact for this feature is

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

Deadline for editorial submission Friday, 2<sup>nd</sup> 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 represents a major opportunity to generate incremental sales across categories and convenience retailers will be keen to secure their slice of the pie. In this feature we'll look at the steps retailers should be taking on the road to a lucrative festive period. We would welcome comments on the following:

- Outside of confectionery and off sales (covered in separate features) what categories really come into their own during the festive period? What trends should retailers be aware of when stocking up for Christmas 2020?
- What timing advice can you offer retailers when it comes to stocking up for Christmas, both in terms of ordering to maximise availability and when Christmas stock should be appearing on shelf?
- Convenience retailers are limited on space when compared to their multiple rivals. What approach should retailers take to Christmas displays in store? Where should Christmas variants be placed, alongside their category? In a separate Christmas section?
- What are the key shopper missions that drive Christmas sales in convenience? What role can distress purchases play in boosting Christmas sales (last minute gifts, wrapping paper, cards etc.)?
- How can retailers generate some buzz about their Christmas offer? What advice can you offer retailers looking to create some in-store theatre? How can retailers drive engagement through social media?

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