

SCOTTISH GROCER FEATURE SYNOPSIS

December 2020

2021 Must Stocks

Editorial contact for this feature is

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Deadline for editorial submission Monday 2nd November.

- *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.*

Without tempting fate, it seems unlikely that 2021 can bring the level of change and disruption we have seen this year. The future may be uncertain but in the final Scottish Grocer of 2020, we'll invite brands to comment on what they reckon will be the 'must stocks' of 2021 and take a look at some of the key trends. We would welcome comments on the following:

- What do you think the key trends of 2021 will be? What trends from 2020 do you see extending into the new year and are there any emerging categories that you think will hit their stride next year?
- Which of your brands or services do you think retailers should get behind next year? Any products that we haven't seen before?
- How much space should retailers dedicate to NPD? Where should retailers site NPD in store and how can they draw customer attention in the direction of new products?
- Consumer trends changed markedly in 2020 in response to the coronavirus pandemic. While no one can predict what 2021 will look like from a public health perspective, how do you see shopper behaviour and 'shopper missions' evolving? Will behaviours from 2020 be retained? What are some of the main lessons from 2020 that retailers can take into the new year?
- Do you have any NPD or campaigns you would like to shout about?