

SCOTTISH GROCER FEATURE SYNOPSIS

December 2020

Veganuary

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.*

January is traditionally a time for cutting down or cutting out, whether it's alcohol, cigarettes or something else. Increasingly, consumers have been turning towards animal-free options when shopping grocery and with an increasing number of consumers participating in 'veganuary', we'll take a look at how c-store retailers can make the most of an increase in demand. We would welcome comments on the following:

- How would assess the performance of meat-free alternatives in convenience at the moment? How does this compare to the grocery channel? Where are the areas of growth within the category?
- What kind of consumers are purchasing vegan options? How has this changed over the years? What's driving these purchases? (Animal rights? Climate change? Health? A combination? Something else?)
- What advice can you offer retailers who may be dabbling with meat-free alternatives for the first time? What ranging advice can you offer retailers working with limited space?
- How can retailers turn 'veganuary' into an event in their store? What can they do across social media to drive engagement? Any tips for building in-store theatre?
- Do you have any NPD/campaigns you would like to shout about?