

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Bottled Water

Editorial contact for this feature is

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Deadline for editorial submission Friday, November 27th.

- *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.*

As a category, bottled water has been making major changes to reduce its impact on the environment as consumers become increasingly conscious of plastic pollution. In this feature, we'll look at the role bottled water can play in a Scottish c-store in 2021 and ask what retailers can do to make the most of the category. We would welcome comments on the following:

- How would you assess the performance of bottled water in Scottish c-stores at present? Do you anticipate more growth in 2021? What pack sizes/formats are performing particularly well?
- What steps has your business taken to improve its environmental/sustainability credentials? How important do you think this is to today's consumers and what can retailers do to highlight positive steps taken by brands?
- How has the coronavirus pandemic affected the bottled water category? With fewer consumers making their morning commute, what shopper missions are driving sales of bottled water in convenience/impulse?
- The chiller is one of the most competitive spots in convenience. What merchandising advice can you offer for retailers, and what are the benefits to dedicating multiple facings to bottled water?
- With many brands, pack formats and variants in the category, what advice can you offer retailers on ranging bottled water? How should their approach change throughout the year?

- What role can multipacks, promotions and meal deals play in lifting bottled water sales?
- Do you have any NPD you want to shout about?