

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Dairy-based drinks

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.*

Packed with protein and available in a broad range of flavours, dairy-based drinks tick a lot of boxes for consumers. In this feature we'll take a look at how the category is performing at present and ask what retailers can do to push sales further in their store. We would welcome comments on the following:

- How would you assess the performance of dairy-based drinks at present? Where are the areas of growth? Which sub-categories had a strong 2020? How has the Covid-19 pandemic affected category trends?
- What are the key trends in dairy-based drinks that retailers should be aware of? How are these trends informing the actions brands are taking?
- How can retailers use their dairy-based drinks range to tap into contemporary health trends: low/no sugar, protein et al.
- Where should dairy-based drinks be positioned in the chiller? What merchandising advice can you offer retailers who wish to improve category performance?
- How can retailers use their dairy-based drinks range to drive incremental sales and lift overall basket spend? What categories work well in tandem with dairy-based drinks and how can retailers exploit this?

- What steps (if any) have producers taken to reduce the sugar/calorie content within the category in recent years? Why have brands opted to do this?
- Do you have any NPD you want to shout about?