

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Healthy Snacking

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.*

Health couldn't be any higher on the agenda, with the government urging the public to maintain a healthy weight to protect themselves from Covid-19. In this feature we'll take a look at the role healthy snacking brands can play in Scottish c-stores in 2021. We would welcome comments on the following:

- How would you assess the performance of healthy snacks in convenience? Where are the areas of growth? What are the key trends retailers need to be aware of? How has the Covid-19 pandemic affected category trends?
- What kind of consumer is picking up healthier snacks? Has this changed at all in recent years? How can retailers use healthy snacks to broaden the appeal of their store/generate footfall?
- How should retailers merchandise this category? Should healthier snacks be placed alongside other savoury and confectionery treats or are there advantages to stocking healthier options in their own section?
- What pack formats are performing well in healthy snacking? (Sharing? PMPs?) How important is perceived value to healthy snacking as compared to the snacking/confectionery more generally? Are consumers willing to pay more of a premium for healthier options?

- In your view, what will the key health snacking trends be for 2021 How can retailers make sure they are on top of these? What advice can you offer for retailers who want to make the most of NPD?
- What are the must-stock products in this category? How can retailers ensure they're stocking a range to match different consumer demands?
- Do you have any NPD you want retailers to know about?