

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Nicotine

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.*

Adult consumers have more options than ever when it comes to nicotine, but increased choice for shoppers can mean additional complexity for retailers. In this feature we'll look at category trends and ask how retailers can more effectively communicate their offer to consumers. We would welcome comments on the following:

- How would you assess the performance of nicotine products (factory-made, RYO, Cigars, Vaping, Pouches etc.) in Scottish convenience stores? How has this been affected by coronavirus? How do c-stores compare to the multiples?
- With the UK facing severe economic turbulence in the months ahead, how important will perceived value and recognised brands be to nicotine success in the convenience channel? Acknowledging that retailers have the right to sell at a price of their choosing, what are the benefits to offering brands at RRP when consumer confidence is low?
- January marks the end of the Brexit transition period. Do you anticipate any issues with availability? What steps have you taken to ensure your brand is Brexit ready?
- There has been a raft of NPD in across factory-made, RYO, vaping, cigars and other alternatives in recent months. What's been driving this flurry of NPD and how can retailers effectively communicate new products to consumers while remaining compliant with Scottish legislation?

- What are the key trends within cigarettes and RYO that retailers should be aware of? What's driving these changes?
- What alternatives to tobacco are making a big impact in Scottish convenience stores at the moment? How can retailers take advantage of the opportunities created by innovation and NPD?
- Do you have any NPD that you want retailers to know about?