

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Sugar confectionery

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.*

Everyone loves a treat and c-stores are the perfect place to pick up confectionery. In this feature we'll look at where the opportunities are for confectionery in 2021 and ask how retailers can make the most of this. We would welcome comments on the following:

- How would you assess the performance of confectionery in Scottish c-stores at present. Where are the areas of growth? What is driving that growth? What are the key trends for 2021 that retailers should be aware of? How can retailers make the most of these trends?
- How did the Covid-19 pandemic affect shopping behaviour in the confectionery category, particularly in the convenience channel? Do you expect to see these behaviours continue post Covid?
- What pack sizes/formats are performing well in convenience at the moment? How have you altered your range to reflect contemporary confectionery trends? Are there any pieces of innovation in pack format that retailers should look out for?
- Do you have any confectionery NPD you would like to shout about?
- How can retailers make the most of NPD in confectionery? What advice can you offer retailers who are willing to take extra steps to create an engaging confectionery display?

- What are your views on the Scottish Government's proposed restrictions on products high in fat, sugar and salt? What steps has industry taken on its own to address health concerns?