

SCOTTISH GROCER FEATURE SYNOPSIS

February 2021

Easter Preview

Editorial contact for this feature is

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Deadline for editorial submission Friday, January 8th.

- *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.*

Normal by Easter is a promise many consumers will be clinging to at the moment, and if things go well then the 4 April could be the closest thing families have had to a proper celebration since Christmas 2019. In this feature we'll look at how retailers can capitalise on the opportunities Easter 2021 will provide. We'd welcome comments on the following:

- How have Easter products performed over the last few years? What areas of the category are showing good signs of growth? How has demand for Easter products changed in terms of demographic? (products geared to adults?)
- What advice can you offer retailers when it comes to timing Easter stock? When should different SKUs be appearing on shelf?
- Easter is typically a time of indulgence, but what about those who are health-conscious? What are some of the better for you' Easter products available to retailers? Why is it worth stocking these options?
- How important are instant consumption/self treat SKUs to Easter success in the convenience channel? What can retailers do to ensure they extract the most from these SKUs.
- Convenience retailers are often limited in shelf space compared to larger stores. Are there any items that you would describe as must-stocks for stores who want to capture Easter sales but don't have too much space?

- What kind of NPD should retailers expect to see for Easter 2021?