

SCOTTISH GROCER FEATURE SYNOPSIS

February 2021

Filters, Papers and Lighters

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.*

Tobacco accessories present convenience retailers with a welcome high margin sales opportunity. In this feature we'll take a look at how the category is performing and how retailers can ensure they've got the right range to meet customer demand. We'd welcome comments on the following:

- How are filters, papers and lighters performing in Scottish stores at the moment? What are the key category trends that retailers should be aware of? How does convenience compare to other channels? Scotland v. rUK?
- How important are recognisable brands to accessories success? What do you think your brand(s) offer consumers? Why do shoppers seek out your brand(s)?
- What are the margin opportunities like in the tobacco accessories category? Accepting that retailers can sell at any price, what approach to pricing would you recommend and why?
- What are the core lines/pack sizes/formats that retailers should ensure they stock and why?
- Category trends were impacted by the Covid-19 pandemic in 2020? What were the key changes and do you expect to see these trends continue in 2021
- Do you have any NPD you would like to shout about?