SCOTTISH GROCER FEATURE SYNOPSIS
February 2021
Ice Cream & Frozen Desserts

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.

Celebrating at home has been the norm for consumers since last March, with Kantar data showing a boom in ice cream sales in 2020. In this feature we'll look at how convenience retailers can carry the performance of ice cream and frozen desserts forward into 2021. We'd welcome comments on the following:

• How would you assess the performance of ice cream/frozen desserts in convenience stores at the moment? How does this compare to the grocery channel? What are the key trends that retailers should be aware of? Where are the areas of growth?

• How seasonal are ice cream and frozen dessert products? When are the peaks and troughs in demand and how do flavour preferences change with the seasons (if at all)? What are some key occasions/shopper missions that retailers should be aware of and how can they best prepare their store for these?

• What pack formats have been proving popular? How has this been affected by pandemic consumer trends and do you expect this to change as Covid-19 restrictions are lifted?

• How important are promotions/linked sale deals to the success of ice cream/frozen desserts? What promotional mechanics work well for these categories?

• What sort of demand is there for healthier/low cal alternatives within ice

cream/frozen dessert? What about vegan and/or gluten free?

• Do you have any NPD you want retailers to know about?