

SCOTTISH GROCER FEATURE SYNOPSIS

February 2021

Sports and Nutrition

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.*

Health has never been higher on the agenda and - with gyms closed for most of 2020 - many consumers will be itching to get fit in 2021. In this feature we'll look at the opportunity sports and nutrition products offer c-store retailers and ask what steps they can take to boost category performance in their store. We'd welcome comments on the following:

- How would you assess the performance of sports and nutrition SKUs in Scottish c-stores? What are the key trends retailers be aware of? Where are the areas of growth?
- What ranging advice can you offer retailers who may not know much about sports and nutrition products? What categories/supplements etc. would you describe as 'must stocks'?
- What formats for sports and nutrition products perform well in convenience? Tubs? Sachets? Drinks?
- What sports and nutrition shopper missions should convenience retailers be aware of? (Before gym? Recovery?) How can retailers best tap into demand from these shopper missions?
- Where should retailers locate sports and nutrition products in store? How should retailers merchandise sports and nutrition products?
- Do you have any NPD/campaigns you would like to shout about?