

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2021

### Dairy

Editorial contact for this feature is

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Deadline for editorial submission Friday, February 5th.

- *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.*

With some consumers visiting their local store more than ever under Covid-19 restrictions, retailers have the chance to boost sales across a range of categories, including dairy. In this feature we'll take a look at how retailers can build a dairy range that's right for their store. We would welcome comments on the following:

- How would you assess the performance of dairy products in Scottish c-stores? How does this compare to the grocery channel? What areas do you think the convenience channel could improve in?
- What effects (if any) has Brexit had on the dairy category? What steps have brands taken to mitigate disruption/maintain availability?
- Meat-free alternatives have been gaining ground in Scotland, as more consumers adopt vegan eating habits. Should retailers consider stocking products like plant-based milk and vegan cheese? What advice can you offer retailers looking to introduce dairy-free alternatives?
- What subcategories within dairy have been enjoying growth in recent times? Are there any key trends in dairy that you think retailers should be aware of?
- What are the main shopper missions driving dairy sales in convenience? How can retailers set up their dairy offer to ensure they are able to capitalise on these shopper missions?

- Is there any NPD that you want retailers to know about?