

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2021

### Summer Soft Drinks

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.*

Summer is peak season for soft drinks, although what summer 2021 will bring is still anyone's guess at present. Whatever happens with Covid-19 restrictions, warmer weather should see soft drinks sales soar, and in this feature we'll look at how retailers can ensure they've got the right range in place to make the most of the seasonal opportunity. We would welcome comments on the following:

- How would you assess the performance of a soft drinks in the Scottish convenience channel? Where are the areas of growth and what is driving this? What are the key trends that retailers should be aware of in 2021?
- How important is this low and no-sugar segment to total category sales? How much focus should retailers put on low and no sugar options? What steps has your brand taken to improve its low/no sugar offer? What do you think is driving demand for healthier options in soft drinks?
- No one can be sure what summer 2021 will look like. Apart from the unpredictable Scottish weather, it's still unclear what level of Covid-19 restrictions, if any, will be in place. With this in mind, what do you reckon the key soft drinks occasions will be this summer and how can retailers make the most of these?
- What are the main shopper missions that drive soft drinks sales in convenience? How does this change (if at all) in the summer months? What steps should retailers take to ensure they are equipped to satisfy customers on a variety of shopper missions?

- What category merchandising advice can you offer retailers?
- How can retailers use their soft drinks offer to generate link sales and boost basket spend?
- Do you have any summer NPD or campaigns you would like to shout about?