

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2021

### Vapril

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.*

Vaping was already enjoying serious growth before Covid-19 hit, but with an increased focus on respiratory illness, the category's smoking cessation credentials should broaden its appeal further. In this feature we'll look at the vaping category as it stands in the Scottish convenience channel, and ask how retailers can improve their offer further. We would welcome comments on the following:

- How are vaping products performing in convenience at present? How does this compare with other retail sectors? What do you think convenience retailers could do to increase their market share?
- What are the key trends in vaping that retailers should be aware of? What e-cigarette formats are performing best in convenience at the moment (closed/pod systems? Refillable? Smaller/compact systems?)
- How has the Covid-19 pandemic impacted the vaping category? How have restrictions affected consumer purchasing behaviour?
- Vaping can be a daunting category for consumers making their first purchase. How can retailers make this process as easy as possible for customers? What are pieces of product knowledge should retailers ensure all staff are able to deliver to customers? What support is available to help retailers themselves better understand the category/vaping lingo.
- What advice can you offer for retailers looking to build/revamp a vaping range? What are the 'must stocks' for convenience retailers?

- When it comes to display and merchandising vaping, what advice can you offer convenience retailers. How does the display and merchandising of vaping products differ from tobacco in terms of compliance?
- Do you have any NPD or campaigns that you would like to shout about?