

# SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2021

## BAGGED CONFECTIONERY

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 8<sup>th</sup> March**

- *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*

Confectionery is a core category for Scottish convenience retailers and getting things right at the sweetie fixture can make a big difference to a store's overall performance. In this feature we'll look at how retailers can make the most of the margin opportunities the category provides.

We would welcome comments on the following:

- How is bagged confectionery performing in Scottish c-stores? How does that performance compare with the multiples? Where are the areas of growth in bagged confectionery?
- How has the Covid-19 pandemic affected confectionery category trends? Have changing consumer purchasing habits accelerated growth of hanging bags? What about price-marks? How might a post-covid recession affect consumer behaviour in the confectionery category?
- How would you assess the penetration of sugar-free bagged confectionery in convenience? Could retailers be doing more? Why should retailers consider enhancing their low and no sugar offer?
- In your view, what are the most exciting pieces of innovation in the bagged confectionery format in recent times? Do you have any plans for the future retailers should be aware of?

- What merchandising/category advice can you offer retailers for bagged confectionery in their store? How can retailers use the format to generate incremental sales? Secondary siting? Big night in deals/promotions?