SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2021

FUNCTIONAL AND ENERGY

Editorial contact for this feature is
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Deadline for editorial submission **Monday, 8th 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*

Functional and energy SKUs have been driving soft drinks growth in Scottish c-stores for some time. It's an increasingly competitive category, with no shortage of NPD, which leaves retailers with plenty of decisions to make. In this feature we'll look at how retailers can ensure they've got a functional and energy range that's right for their store. We would welcome comments on the following:

• How would you assess the performance of functional and energy in Scottish stores at present? Where are the areas of growth and what can retailers do to make the most of current category trends?

• How has the pandemic affected functional and energy sales? Do you expect any changes in consumer behaviour to continue post-pandemic? What impact might an increased focus on health and wellness have on category performance?

• What are the flavour and format trends within functional and energy? How important are PMPs to category success? How strong is take-home energy/functional in convenience? What approach should retailers with limited square footage take to ensure they make the most of this segment?

• What are the demographics of the functional and energy category? Who is the sugar free shopper? What age group is attracted to drinks with added vitamins/high protein content?

• Do you have any NPD or campaigns you would like to shout about?