

# SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2021

## NICOTINE

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*

Last year brought major change to the tobacco category with the menthol ban coming into force, significantly reducing the variety of SKUs Scottish retailers can offer existing adult smokers. In this feature, we'll take a look at how tobacco and other nicotine products are performing in convenience and ask what key category trends retailers should be aware of. We would welcome comments on the following:

- How would you assess the performance of tobacco products in Scottish c-stores? What are the key trends that retailers should be aware of?
- As we approach the one year anniversary of the menthol ban, what's your early assessment of the impact of the ban on the tobacco category and/or nicotine alternatives?
- How prevalent is illicit trade in tobacco in Scotland? What impact has the Covid-19 pandemic had on illicit trade. Why should retailers care about illicit trade, what can they do to support efforts to reduce illicit trade and what steps has your firm taken to tackle illicit trade?
- What resources are available to retailers who may wish to better educate themselves and their customers on the new nicotine products on the market? What do you think are the key pieces of product knowledge that retailers should be providing to their customers for your category/brand within nicotine?

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