

# SCOTTISH GROCER FEATURE SYNOPSIS

**MAY 2021 ISSUE**

## **FILTERS, PAPERS AND LIGHTERS**

Editorial contact for this feature is

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Deadline for editorial submission **Monday, April 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*

Tobacco accessories present retailers with a major margin opportunity. In this feature we'll look at the key trends affecting accessories performance in Scottish c-stores and ask what steps retailers can take to boost sales in their store. We would welcome comments on the following:

- How are filters, papers and lighters performing in Scottish stores at the moment? Are there any areas of growth in terms of pack size or format? What are the key trends retailers should be aware of?
- How have filters, papers and lighters been affected by the pandemic and do you expect to see consumer behaviour change as restrictions are lifted?
- What do your tobacco accessory products offer to convenience retailers?
- Natural and organic has been a trend touching on just about every category in convenience. How has this influenced NPD in the papers category? What are the benefits to stocking 'natural' papers?
- What are the core lines/pack sizes/formats that retailers should ensure they stock and why?
- How is the demand for lighter fluid/refill lighters at present? How does this compare with the opportunity provided by disposable lighters?
- Do you have any NPD you'd like retailers to know about?