

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2021 ISSUE

HEALTHIER CHOICES

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*

Health is high on the agenda at the moment, with links between obesity and Covid bringing the nation's diet into sharp focus. In this feature we'll assess the performance of healthier alternatives in the Scottish convenience channel and ask how retailers can capitalise on increased interest in these options. We would welcome comments on the following:

- How are healthier alternatives performing in Scottish stores at present? How has the healthier alternative market evolved in recent years? What are the key trends/developments that retailers should be aware of?
- What kind of consumer is picking up healthier alternatives? Do you think healthier options have gained a more mainstream appeal? What shopper missions are driving sales of healthier options?
- How should retailers merchandise healthier products? Should healthier alternatives be placed alongside by category or are there advantages to a dedicated healthier alternatives section?
- What are the must-stock products in this category? How can retailers ensure they're stocking a range to match different consumer demands?
- Do you have any NPD you want retailers to know about?