

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2021

### Chocolate

Editorial contact for this feature is

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Deadline for editorial submission Friday, May 7th.

- *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.*

Chocolate is as close to universally loved as a category can get, with just about every c-store shopper having fond memories which will centre around the category. As lockdown restrictions ease and consumers start to spend more time out of their homes again, we'll look at what retailers can expect from the chocolate category in the months ahead. We would welcome comments on the following:

- How would you assess the performance of chocolate in Scottish c-stores? What are the key trends that retailers should be aware of for 2021, especially those affecting the convenience retailing channel? How has the Covid-19 pandemic affected the chocolate category? Do you expect pandemic trends to continue as lockdown restrictions are eased?
- How has your brand responded to demand for healthier alternatives? What low and no options do you offer in the chocolate category? What kinds of consumers are purchasing these products and why?
- What pack formats are performing well in the chocolate category at present? How has this changed in recent years? How important is communicating value through PMPs to convenience store shoppers?
- What ranging/merchandising advice can you offer?
- Do you have any NPD or campaigns you would like to shout about?