

SCOTTISH GROCER FEATURE SYNOPSIS

June 2021

Household Paper

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.*

The panic buying of last spring may have been short lived, but household paper is still an in-demand category for every household in Scotland. In this feature we'll look at how convenience retailers can make the most of the household paper category in their store. We would welcome comments on the following:

- How would you assess the underlying performance of household paper in Scottish c-stores? How does the convenience channel stack up against the multiples? What are some of the key trends in the category for 2021?
- With plenty of brands and formats to choose from, what approach would you recommend retailers take to merchandising/ranging household paper in convenience. How can retailers make effective use of limited space while retaining an easy to shop fixture?
- How important is brand recognition to household paper sales?
- What impact, if any, has increasing environmental awareness among shoppers had on the household paper category? With shoppers more concerned about waste, what sustainable options are available in the household paper category?
- How important are PMPs to household paper shoppers in convenience?
- Do you have any NPD or campaigns you would like to shout about